



FRUITS AND WINE PORTFOLIO



Grapefruit Rosé Wine

A succulent blend of rosé wine and real grapefruit juice that delivers its sweet and tart notes.

Best enjoyed chilled.



Cherry Rosé Wine

A delicious blend of Rosé Wine and cherry juice that delivers natural and delicately sweet notes.

Best enjoyed chilled.



Strawberry Rosé Wine

A luscious blend of Rosé Wine and real Strawberry juice that offers sweet and refreshing notes.

Best enjoyed chilled.

Alc 7% Vol.

WHY FRUITS AND WINE IS SO UNIQUE?

A unique concept

A mix of real wine with real fruit juices.

A great taste

Unique recipe with Marie Brizard expertise in flavoring

#1 in

FRANCE*

(volume & value)

More than
20 bottles

sold every minute**

Approachable offer

Low Alcohol and low Calorie

Occasion driven offer

- Day-moments
- Socialized entertainment



CONSUMER & CUSTOMER TARGETS



- Consumer Target in US
 - Women 25/35
 - more urban/ethnic aspiring to 'live' the French dream....
- Targeted Price Point: \$9.99 Everyday, \$7.99
- Feature
- Shelf Positioning: Import Rose Section or Sangria section
- Secondary opportunity priority: obtain distribution in the cold box.
- Do not want placement in the Beverage section adjacent to Arbor Mist/Wild Vines etc.





PROGRAM OBJECTIVES

- # of Consumers Approached per event = 100+
- # of Consumers Sampled per event = 44 -70
- # of Bottles Sold per event = 22 - 35 bottles
- Conversion Rate = 50%+ (industry avg. for wines is 45%)

MATERIAL AVAILABLE



CASE CARDS





TASTING PROGRAM

- What: 2-3 hours in store tasting events
- Why: To drive consumer trial and purchase
- Where: 2 options:
 - Store entrance
 - Wine shelf
- Target:
 - Shoppers, predominantly active women looking for pleasure, novelty and taste
- Look and feel: approachable, colorful and catchy
- Key selling points:
 - new French favorite fresh and light drink
 - great blend of rose wine and fruit juice
 - low calorie and low alcohol drink,

