



MARK WEST *Black* IN-STORE EXECUTION

- **Drive PODS**
In-store demos
FY17 NPD priority
- **Acquire New Consumers**
Winning taste profile
Monterey County appellation
New Ultra Premium consumers



MARK WEST



PICK YOUR PINOT

MARK WEST

PINOT NOIR

ORIGINAL CALIFORNIA

- Fresh and light-bodied
- Ripe red fruits and baking spices
- California appellation
- Pairs well with: grilled salmon or a roasted chicken



MARK WEST

BLACK

PINOT NOIR MONTEREY COUNTY

- Full-bodied
- Rich, smooth dark fruit and vanilla
- Monterey County appellation
- Pairs well with: grilled lamb burgers or gourmet flatbread pizza

