

MUMM NAPA

BRUT PRESTIGE

Brut Prestige is the signature sparkling wine with more medals than any other in its class

A HISTORY OF QUALITY CREDENTIALS



EXPLORE ITS VERSATILITY

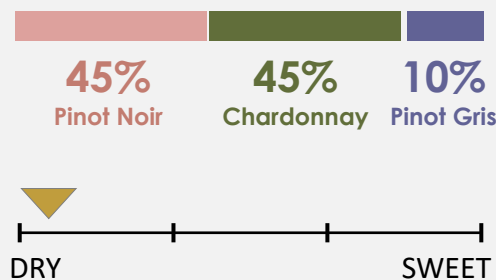
APPEARANCE: Very pale straw with many tiny, tight bubbles

AROMA: Bright citrus, red apple, stone fruit, creamy vanilla

TASTE: Lemon peel, grapefruit, spicy gingerbread

Creamy, citrusy aromas of Brut Prestige pair well with hors d'oeuvres such as crab cakes or smoked salmon, fresh green salads, or grilled chicken and vegetables.

PRODUCT DETAILS



Residual Sugar (Dosage): 1.1%

Style: Brut

Alcohol: 12.5%

Ta: 7.0 G/L

Ph: 3.15

Time En Tirage: 18 Months



PLEASE ENJOY OUR WINES RESPONSIBLY

MUMM NAPA® SPARKLING WINE ©2020 MUMM NAPA VALLEY, RUTHERFORD, CA

ABOUT MUMM NAPA

FOCUSED ON DRIVING +11% DISTRIBUTION TO BE #1 IN VALUE IN THE CATEGORY

Mumm Napa has consistently driven high value for retail accounts. Increasing shelf facing or distribution points will allow us to be #1 in the category

AVG. BASKET SIZE

MUMM NAPA – \$129

CHANDON \$117

DISTRIBUTION

MUMM NAPA – 52.8 **11** → THE GAP

CHANDON – 63.4

THE OPPORTUNITY

TOTAL \$ SALES

MUMM NAPA - \$42.5M **\$8.8M**

CHANDON - \$51.1K

Source: Nielsen Total US x AOC Liq Plus, Latest 52 Weeks – W/E 5.30.20; Shopper Metrics <https://insights.numerator.com/#/browse/1883486>



DEDICATION TO QUALITY REWARDED WITH **OVER FIFTEEN 90+ RATINGS SINCE 2010**



ONLY NAPA-APPELATED BRAND IN COMPETITIVE SET (+75% OF GRAPES FROM NAPA COUNTY)



STEWARDSHIP OF LAND IS **NAPA GREEN CERTIFIED, IMPLEMENTING +100 SUSTAINABILITY STANDARDS**



FEMALE WINEMAKER, TAMI LOTZ, HAS +13 YEARS OF EXPERIENCE AT MUMM NAPA

RETAIL SUPPORT

PRIORITY PROGRAMMING

Q2: HOLIDAY GIFTING



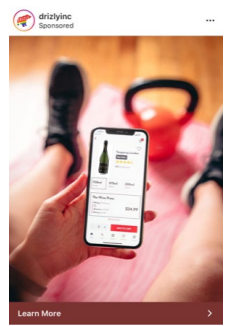
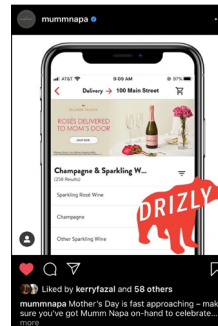
Q4: SPRING GIFTING

CREATIVE COMING SOON



DIGITAL

3rd-party eComm promotion across owned channels and Drizly/Instacart



ORDERING DETAILS



ITEM CODE: 58508090

UPC BOTTLE: 852832000150

SCC: 10852832000157

UNIT/CASE: 12

BOTTLE DIM: 3.49”L, 3.4”W, 11.81”H

CASE SIZE: 14.4”L, 10.9”W, 12.7”H

CASE WEIGHT: 46lbs

NOTES

- Xxx
- Xxx
- xxx

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IMPORTED BY PERNO RICARD, NY