

1000 STORIES



CATEGORY INSIGHT

- Big Opportunity – Growth is in the Ultra Premium Category (+2.1%) with Pinot Noir (+3.5%) and Chardonnay (+1.9%) as top varietals leading the tier.
- Valuable Shopper – The 1000 Stories wine shopper makes 3x more trips and spends an average \$11 more per trip vs regular wine shoppers.
- High Spending Power – The 1000 Stories wine shopper over-indexes in the \$125k+ HHI range.

REASONS TO BELIEVE

- 1000 Stories is the #1 Ultra Premium spirit barrel-aged brand
- Leader in SBA Zinfandel with 57% market share
- Category creator and global leader- the original bourbon barrel-aged wine
- Crafted in batches, 1000 Stories is aged in exclusively used Kentucky Bourbon barrels, the most sought after spirit globally
- History of acclaim with multiple 90+ point scores, most recently 91 PTS on 2019 Chardonnay



CONSUMER AWARENESS LEVERS

- 1000 Stories is the Official Wine of the Academy of Country Music Awards
- Participation in Outsidelands Winelands (80k+ attendees)
- Social Media/Influencers
- PR and Media

