



19 Crimes.

TWO CHARDS. ONE UNIQUE OPPORTUNITY.

THE BREAKOUT
NEW WINE
OF 2022

Crafted to appeal to two wildly different audiences, 19 Crimes Martha's Chard and 19 Crimes Hard Chard represent the perfect opportunity to enhance your on-shelf appeal and dramatically increase sales of Chardonnay—the second largest varietal with \$2.2B in sales ¹ and the most popular varietal for 77M U.S. wine drinkers.

#2
MOST EXCLUSIVE
19 CRIMES SKU²

MARTHA'S CHARD

Nose: bright citrus fruit

Palate: round entry with stone fruit notes, firm acidic core and crisp, refreshing finish

Region: California

Alcohol: 13.8%

Price Segment: Super Premium

HARD CHARD

Nose: stone fruit and spicy oak

Palate: melon and creamy oak, balanced acidity, lingering finish of butterscotch and spice

Region: Southeastern Australia

Alcohol: 16%

Price Segment: Premium

19 Crimes.

MARTHA'S
CHARD

Imported by Stewart
Origin: CALIFORNIA
Alc by cont: 13.8%
Contents: 750ml
Year: 2020

19 Crimes.

EACH DECLARED BY HIS MAJESTY to be punishable
on Conviction by Transportation.



HARD CHARD 16.0% ALC./VOL

¹IRI Total Mulo + C L52wks, w/e 12/26/21 ²Shopper Loyalty Stores, 52WE 4.18.21
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