

INTRODUCING

cherry on top
Taste the Sweet Reward.

A deliciously sweet red wine and sweet white wine



KEY SELLING POINTS

- ◆ The red blend and white blend segments can be confusing for consumers. Styles range from dry to sweet, with different varietal blends, and some are not clearly labeled.
- ◆ A growing number of consumers are looking for *sweet* red and white wines with pleasing aromas, luscious fruit-forward styles, that are easy to drink.
- ◆ Sweet red wines are among the fastest growing in the red blend category (\$7–10 Red Blends +19% and \$10–15 Red Blends +39%):
 - *Cupcake* ‘Red Velvet’ Red wine: Avg. Price \$9.28, 34K cases since launch (Oct 2010)
 - *Ménage a Trois* Red Blend: Avg. Price \$9.25, 435K cases, Vol +37% vs. YA
 - *Apothic* Red Blend: Avg. Price \$10.33, 103K cases, Vol +797% vs. YA
- ◆ White wine blends and sweet Moscato have strong volume growth:
 - \$7–10 White wine blends +14% and \$10–15 White blends +25% vs. YA
 - \$7–10 Moscato +600% and \$10–15 Moscato +20% vs. YA
- ◆ Cherry on Top’s FUN brand name and package communicate directly to consumers the delicious sweet wine style.

Source: IRI Total US Food & Drug, 52 weeks ending June 12, 2011

Consumer Target • The Sweet-Seeking “Simplifier”

DEMOGRAPHICS

- Skews female
- Skews younger—even split across 20s, 30s, and 40s

PURCHASING BEHAVIOR

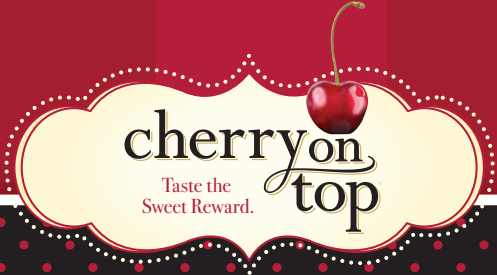
- Willing to try new things—often impulse buy
- Majority purchase California wines
- Labels are the primary purchase driver
- Rely on other in-store factors to guide their purchase decision (price discounts, special promotions, displays, and neckers)

ATTITUDES ABOUT WINE—KEEP IT SIMPLE!

- Not serious about wine—doesn’t want to over-think it
- Drinks what they like—doesn’t care about wine rules
- Want wine brands that are approachable (simple, unpretentious) and accessible

CONSUMPTION BEHAVIOR

- Wants smooth, medium-bodied, easy drinking flavor profiles
- Looking for sweet wines in order to avoid bitterness and astringency
- Casual consumption occasions (game night, casual get-togethers with friends, with a meal or at a BBQ)



Because everything is better with a cherry on top!

Packaging

- Targeted at the label-driven “Simplifier” consumer
- FUN name and packaging communicate the deliciously sweet wine style
 - “Sweet” wine is called out on the label to make the purchase decision easy for sweet-seeking “Simplifiers”
 - Photographic design approach of the cherries to influence a mouthwatering appeal of the wine
 - Use of bold rich colors for strong pop on shelf and on display
- Shippers designed with bold contrasting colors unique by varietal to create impactful checkerboard case stacks



The Wine

SWEET RED WINE

- Deliciously sweet, lush, fruit-forward, easy-to-drink, with a smooth finish
- This sweet red wine features enticing aromas and flavors of bright red cherry, baking spice and vanilla
- The luscious blend is crafted from Syrah, Zin, Merlot, Tempranillo and Grenache

SWEET WHITE WINE

- Inviting floral aromatics, sweet lively fruit and easy-to-drink
- This sweet white wine has lifted aromatics of peach cobbler complimented by fresh stone fruit and a honeyed finish
- This sweet white blend is crafted from Muscat, White Riesling, Gewurztraminer, Chenin Blanc and Viognier
- Consumers who love Moscato will love this!

LAUNCH INFORMATION



SWEET RED WINE
 VINTAGE: 2010
 APPELLATION: CALIFORNIA
 ALCOHOL: 13.5%
 CLOSURE: CORK
 SAP: 664383
 UPC: 080720921489
 SCC: 10080720921486

HEIGHT: 13"
 LENGTH: 12.5"
 WIDTH: 10"
 WEIGHT: 35 LBS
 BOTTLES PER CASE: 12
 TIERS PER PALLET: 4
 CASES PER TIER: 14
 CASES PER PALLET: 56



SWEET WHITE WINE
 VINTAGE: 2010
 APPELLATION: CALIFORNIA
 ALCOHOL: 13.5%
 CLOSURE: CORK
 SAP: 664382
 UPC: 080720921472
 SCC: 10080720921479

HEIGHT: 13.25"
 LENGTH: 12"
 WIDTH: 10.25"
 WEIGHT: 38 LBS
 BOTTLES PER CASE: 12
 TIERS PER PALLET: 4
 CASES PER TIER: 14
 CASES PER PALLET: 56

Please Enjoy Our Wine Responsibly.
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