

101 NORTH

The **101 North wine collection** celebrates the spirit of adventure inherent to its namesake highway in California. Quality California wine at an approachable price point.

The thrill of discovery pours into every glass.

IGNITE JOB

Recruit In

TARGET CONSUMER

LDA – 25 Social Newbies

GROWTH DRIVER

Savor The Flavor

OCCASION

Relax Together/ Meals



CATEGORY SEGMENT	APPELLATION	ABV	VARIETALS	PACKS AVAILABLE
Popular Segment (\$5-\$7.99) Still Wine	CA	Varies 10.5% - 12%	Pinot Grigio, Chardonnay, Moscato, Cabernet Sauvignon	12/750mL Bottle 12/500mL Tetra Box
Features		100% California Wine, Screw cap closure on all varietals. Premium, High Impact Labels. Tasting cues on all labels		

REASONS TO BELIEVE

DISRUPT POPULAR CATEGORY

Popular Wine is the 2nd largest wine segment, generating ~\$4B. 75% of new wine consumers enter the category at this price segment and through the 750mL format

RECRUIT NEW DRINKERS

101 North will Bring in New Wine Consumers. Designed for entry point wine drinkers, including LDA 21+ and multi-cultural shoppers

STRONG PURCHASE INTENT

#1 concept tested, significantly outperforming Barefoot & CA Roots Consumers described brand as: premium, beautiful, fun, interesting, elegant, and gender neutral

TASTING NOTES

PINOT GRIGIO

Alc: 11% **RS:** 9.5 G/L

Key Details: Notes of bright citrus, ripe pear, and lemon zest. Crisp acidity balances a smooth mouthfeel.

CHARDONNAY

Alc: 12.5% **RS:** 6.0 G/L

Key Details: Notes of green apple, peach and honeysuckle and a hint of toasted oak.

MOSCATO

Alc: 10.5% **RS:** 60 G/L

Key Details: Aromas of white peach, pear, and hint of citrus with a refreshing finish.

CABERNET SAUVIGNON

Alc: 12.5% **RS:** 7.0 G/L

Key Details: Notes of red cherry, rich blackberry and toasted oak on the finish.

STR

3/29/2021

Recommended
Pricing

SPR \$5.99 (Bottles)
SPR \$4.49 (Tetra Box)

Packs Available
Distribution

750mL Bottles
500mL Tetra Box

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Bottle Case UPC



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