

Award-Winning 101 North Wines

Why Wine Awards Matter?

- Award-winning claims are the **#1 DRIVER of PURCHASE INTENT** with wine consumers
- Consumers are **14% MORE LIKELY TO BUY** wines with award claims than without claims
- **BEST BUY** is a designation of *quality* and *value* in a complex and crowded wine category



Since launch in March 2021, 101 North Wines has received **8 BEST BUY awards**...and counting!

Wine Industry Publications

- [Wine Enthusiast](#) is the world's largest periodical for wine and spirits and among the most reputable wine magazines in the country. Highly regarded and influential as an authority on the wine industry and its scores.
- [Beverage Tasting Institute](#) (BTI) Tasting.com has become the most comprehensive and reliable source for alcohol beverage product testing and professional reviews in the world by trade advocates.

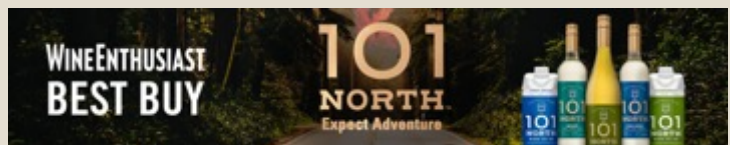


Trade Assets Available

All assets available on AB Marketing & Big Tin Can
101 North Cabernet Sauvignon assets will be available w/o 8/16



SMT



Suction Cup Insert



Bottle Neckers

101
NORTH