

HESS SELECT



FAMILY OWNED C. 1978

LOOK — FOR THE — LION

2017 PINOT GRIS CALIFORNIA



HESS SELECT PINOT GRIS LAUNCH

- Shelf Set: J Vineyards, A to Z
- Target: 2nd half of Millennial Generation (28-37)
- Bright, refreshing packaging appeals to a feminine audience

POSITIONED TO WIN IN A GROWING CATEGORY

- Distinctive packaging that pops on the shelf
- Super-Premium \$11-\$14.99 Pinot Gris Category: +14.2% \$CYA & 15.7% VolCYA*
- Perfect for Spring, Easter, and Mother's Day displays:
 - Leverage wine bag display enhancers to drive impulse purchase
- Look for the Lion campaign is winning the hearts and minds of our target consumer:
 - Select Tier +21.95% Vol Sales lift during winter outreach period vs same period last year in Dallas/Fort Worth.**
 - Spring digital campaign scheduled to launch in Milestone IV to support Easter and Mother's Day shopping seasons.

*Source: IRI Latest 52 Weeks Ending 12-31-17

**Source: IRI Week Ending 11-19-17 thru 12-17-17



Wine Bag
Display Enhancers

THE HESS SELECT DIFFERENCE

- Family-owned and managed since 1978
- Greater consumer reach (2,000 more Instagram followers than J Vineyards)
- Greater ability to reach millennials: through an authentic and relatable story (perseverance, courage, 'be you') and Look for the Lion campaign.
- Quality wines made by the same team who crafts award winning The Hess Collection wines (Select Chard 90PTS Wine Spectator 100 Top Values 2017)
- Striking package, pops on the shelf

Supplier	Hess Collection	UPC	7 17888 55792 1
Item Description	Pinot Gris	SCC	107 17888 55792 8
Sizes	750ML	Pack	12 bottles/750ml
Cases (9L)	6,400	Case Measurement	339mm x 256mm x 300mm
Alcohol	14.0%	Bottle Dimensions	296mm x 82mm