

A NEW ZINFANDEL RISING ABOVE THE REST

ZIN
YOUR
FACE



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S P I C Y
J A M M Y
Y U M M Y
ZINFANDEL



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Introduced in 2010 by Cameron Hughes Wine, Zin Your Face is a classic Old Vine Zinfandel with a unique, bold label that stands apart in the category.

- **QUALITY IN THE BOTTLE**
 - Zin Your Face comes from some of the finest Lodi growers of Zinfandel in the Central Valley.
 - Eastern hillside location, intensely hot summers and low hanging fog in the winters makes this an ideal location to grow Zinfandel, delivering powerful and concentrated juice.
- **QUINTESSENTIAL CALIFORNIA WINE STYLE**
 - Concentrated and ripe. This bold, spicy, jammy, and yummy Zinfandel is quintessential California.
 - Classic Old Vine with a Zinberry nose. Black cherry, raspberry and molten chocolate come together in a perfect finish.
- **HIGH APPEAL TO MILLENNIAL CONSUMERS**
 - Non-traditional, high personality label design appeals to valuable Millennial 21-34 year old consumers.
 - Millennial consumers are more likely to try new wines, drinking more wine at a young age than any other generation.
- **KEY WINE FACTS:**
 - Appellation: California
 - Grape: Zinfandel
 - Alcohol by Volume: 14.9%

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Zin Your Face Target Consumer - Millennials

- 21-34 years old, highly involved in wine, and the most likely consumer segment to try a new wine.
- The Wine Market Council found that Millennials are just as likely as Baby Boomers to cite the importance of a “fun and contemporary” wine label. To millennials, labels make or break a product.



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DISTINCT MEMORABLE PACKAGING

- Bold and modern design
- Consumer friendly wine description makes the purchase decision easy
- Distinct label will lead to high repeat purchase

QUALITY AND VALUE

- Zin Your Face over-delivers on quality for the price (like all Cameron Hughes Wines)
- Sourced from some of the finest Lodi growers of Zin in the Central Valley

PRICED RIGHT

- Zinfandel category is evenly split over \$10 and under \$10
- \$10 - \$14 price point is growing

WHY ZIN YOUR FACE?



Price range	Change vs. YAG	% of Category
\$8 - \$10	-6%	30%
\$10 - \$14	4%	22%
\$14 - \$20	-2%	20%

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LINING UP AGAINST THE COMPETITION

We've perfected our Zinfandel for ultimate, bold in your face zin delivery...



\$10.99
-6.3%



\$10.99
+12.7%



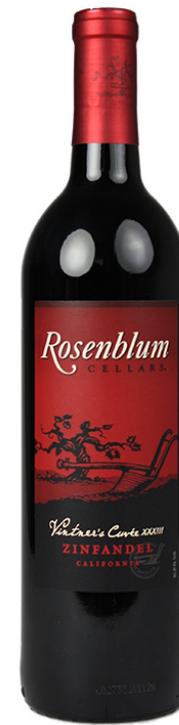
\$12.99
+8.0%



\$12.99
+421%



\$12.99
+0.2%



\$11.99
+0.2%



\$17.99
+0.2%

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PROMOTIONAL SUPPORT

This brand is fun. Here are some of the fun in store point of sale available now

- SHOW POS IMAGES



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PROMOTIONAL SUPPORT

This brand is fun. Here are some of the fun promos we are launching with this year.

- BE THE FACE OF ZIN YOUR FACE
 - Consumer promotion
 - Custom case cards allows customers to put their face in our display, photograph it with their phones and upload it to our Facebook Fan page
 - The fans will vote on the best “FACE” for ZinYourFace...
 - Trade contest
 - Retailers put themselves in the Zin Your Face display materials, endorsing the brand by being the face of Zin Your Face
 - Contest for the best display
- FUN PRODUCTS
 - Come up with cool giveaways

To be updated as the promotional concept is developed

