

Summer Is Calling Program

May – September 2021



About Program

- The Summer Chill program is to help capitalize on the warm weather during the months of May through September by driving skus in the leading white wine categories of Chardonnay and Sauvignon Blanc. Both are seeing significant growth, and with the re-opening of the economy in parts of the United States, this program can prove to be a boon for both off and on-premise accounts.

- Brands included in program

- Rutherford Ranch
- Scott Family Estate

- **Rutherford Ranch**

- 3 qualifying skus
 - Chardonnay Napa Valley
 - Chardonnay Reserve Napa Valley
 - Sauvignon Blanc Napa Valley
- 100% Napa Valley fruit
- Family owned and operated
- Certified California Sustainable Vineyard & Winery
- Chardonnay is vegan



- **Scott Family Estate**

- 2 qualifying skus
 - Chardonnay Arroyo Seco
 - Chardonnay Carneros
- Focus on terroir specific, cool climate Chardonnay
- Multiple 90+ point wines across vintages
- Family owned and operated
- Chardonnay is vegan



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Program Support Elements

Off-premise

- Case cards | Case stickers | Case glorifiers
 - Perfect for case stack displays
 - Sells summer lifestyle and relaxation with white wines
- \$18 escalating MIR necker – dual branded
 - Encourages multiple bottle purchase
- Dual branded market umbrellas
- In-store demos with tasting kits
- Dealer loader (*where allowed by law*)
- Digital investment with Vivino



On-premise

- 1-bottle ice bags
 - Works great for accounts only permitted for outdoor dining, but also indoor dining establishments
- Logo plastic wine glass
 - Promotes fewer “touch points” for consumer ease of mind
 - Can be included in creative BTG program
- Dual branded market umbrella
- Wine keys



Key Points

- Chardonnay category up 14.1% in \$ vol latest four weeks with 21.0% \$ share*
 - \$20+ category (Scott Family Estate) up 32.2% in \$ vol latest four weeks**
 - \$15-\$19.99 category (Rutherford Ranch) up 24.7% in \$ vol latest four weeks**
- Sauvignon Blanc category up 24.2% in \$ vol latest four weeks*
- Rutherford Ranch Sauvignon Blanc is up 37.3% in \$ vol latest four week (chng vs YAG)***
- Rutherford Ranch Sauvignon Blanc 2019 rated 90 points in both Wine Enthusiast and Wine Spectator

*Total US Food w/e 1/23/21, US table wine, 750ml **Total US Food w/e 1/23/21, total Chardonnay, United States, 750ml ***Total US Food w/e 1/23/21, Total Sauvignon Blanc/Fumé, \$12-14.99, California, 750ml