RUTHERFORD WINE COMPANY

		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25
INNOVATION				**Predator 'Ladybird' Chardonnay Launch** Bottle shot, lifestyle shot, Press Release, NEW necker, shelf talker (wine profile) Cause Marketing Campaign?									
RWC FLOW													
RWC SEASONAL FLOW		Cabs for Dads, Cabs for Grads, Galentine's/Valentine's, Mother's Day, 4th of July IMAGERY WITH SINGLE BOTTLE SHOT FOR AD-HOC COUPON NECKERS AND CASE GLORIFIERS											
TORCIA	FLOW	3L Dummy Bottles, Wood Boxes, Wine Keys, Silver Coasters											
	$ INCENTIVES	3-90 day TORCIA pushes											
	PROGRAM/DISPLAY												
	POS												
	EVENTS		PNV									San Diego Food & Wine Holiday Trade Shows	
	PR/SOCIAL MEDIA									Wines for Gifting			
RUTHERFORD RANCH	FLOW	Branded Case Wrap, Wine Keys, Wood Boxes, Barrel Display, Score Neckers, Education Cards, Shelf Talkers (wine profile)											
	$ INCENTIVES												
	PROGRAM	CELEBRATE NAPA CABERNET/VALENTINE'S DAY Escalating MIR, Gift Card Tie-in MIR, IRC, Case Card, Case Wrap, End Cap Display					SUMMER LOVE WHITE WINE REGIONAL CAUSE MARKETING Multi-brand Escalating MIR, Case Card, Case Wrap, SFE Hammock Dealer Loader, RR Cooler Bags				PURELY NAPA FOR THE HOLIDAYS Escalating MIR, IRC, Case Card, Case Wrap, Recipe Necker, Gift Bag Neckers, Vestcom		
	POS												
	EVENTS		PNV							Sante Fe Wine & Chile		San Diego Food & Wine	
	PR/SOCIAL MEDIA	Cabernet Season			Wines for summer					Wines for Gifting			
PREDATOR	FLOW	Escalating MIR, IRC, Branded Case Wrap, Wine Keys, Wood Boxes, Score Neckers, Education Cards, Shelf Talkers (wine profile)											
	$ INCENTIVES	Fast Start											
	PROGRAM/DISPLAY		SPRING RELEASE FLORAL DEPT TIE-IN Case Wrap, Case Card, Floral Dept MIR, Seed Necker, Vestcom		MEMPHIS IN MAY Escalating MIR, IRC, Case Card, Recipe Necker, BBQ Kit Dealer Loader					FOOTBALL KICK-OFF Multi-brand Escalating MIR, IRC, Case Card, Jersey Dealer Loader			
	POS												
	EVENTS					Memphis in May				Sante Fe Wine & Chile			
	PR/SOCIAL MEDIA			BBQ Wine Pairing/MIM	Wines for summer				Game Day Pairings				
SCOTT FAMILY ESTATE	FLOW	Escalating MIR, IRC, Branded Case Wrap, Wine Keys, Wood Boxes, Score Neckers, Education Cards, Shelf Talkers (wine profile)											
	$ INCENTIVES												
	PROGRAM/DISPLAY			SPRING HOLIDAY WINES Case Card, Meat Dept MIR, Escalating MIR, IRC, Easter Recipe Necker, Vestcom			SUMMER LOVE WHITE WINE REGIONAL CAUSE MARKETING Multi-brand Escalating MIR, Case Card, Case Wrap, SFE Hammock Dealer Loader, RR Cooler Bags				THANKSGIVING WINE Case Card, Produce Tie-in MIR, IRC, Thanksgiving Recipe Necker, Vestcom		
	POS												
	EVENTS									Sante Fe Wine & Chile			
	PR/SOCIAL MEDIA		Easter Wine Pairing		Wines for summer			Arroyo Seco Wines/Terroir		Thanksgiving Wine Pairing			
RHIANNON	FLOW	Escalating MIR, IRC, Branded Case Wrap, Education Cards, Shelf Talkers (wine profile)											
	$ INCENTIVES												
	PROGRAM/DISPLAY												
	POS	VALENTINE'S DAY MIR/IRC, Case Card, Cocktail Recipe Necker (NY Sour), Table Tents			MOTHER'S DAY MIR/IRC, Floral Dept MIR, Case Wrap, Case Card					DRINK UP WITCHES MIR/IRC, Case Card, Case Wrap, Cocktail Recipe Necker (Sangria), Table Tents Witch Hat Bottle Topper			
	EVENTS												
	PR/SOCIAL MEDIA	Valentine's Day Party Wine											
FOUR VIRTUES	FLOW	Escalating MIR/IRC, Brand Case Card, Branded Case Wrap, Education Cards, Shelf Talkers (wine profile)											
	$ INCENTIVES												
	PROGRAM/DISPLAY												
	POS				DERBY WINE Case Card, MIR, IRC, Cocktail Recipe Necker (Amaretto/Bourbon)					FOOTBALL KICK-OFF Multi-brand Escalating MIR, IRC, Case Card, Jersey Dealer Loader			
	EVENTS												
	PR/SOCIAL MEDIA								Game Day Pairings				
CA SESSIONS	FLOW	Branded Case Wrap, Education Cards, Shelf Talkers (wine profile), VAP (box w/ beach ball and wine flask)											
	$ INCENTIVES												
	PROGRAM/DISPLAY	DAMP JANUARY MIR/IRC, Case Card											
	POS												
	EVENTS												
	PR/SOCIAL MEDIA												
ROUND HILL	FLOW	Education Cards, Shelf Talkers (wine profile)											
	$ INCENTIVES												
	PROGRAM/DISPLAY												
	POS												
	EVENTS												
	PR/SOCIAL MEDIA												