

OUR REWARD FOR WORK WELL DONE IS THE OPPORTUNITY TO DO MORE.

With just a little desire and a lot of effort comes a greater reward. Like the grapes we pick from the best growing regions in California that are transformed under the pressure of the "Crusher", you too, will come out better on the other side.



UNOAKED CHARDONNAY

Alc 13.5%

Offers aromas of pineapple and hints of butter and cream. This unoaked wine underwent malolactic fermentation and was stirred on its lees to obtain a super soft mouth-coating feel and opulent body. The plush flavor of bread dough precedes a moderately long finish.

Aging Regimen:
100% Stainless Steel



CHARDONNAY

Alc 13.5%

Opens with aromas of toasty oak, pineapple and green pear. The creamy approach offers flavors of doughy characters with oak on the palate and a finish of roasted almond.

Aging Regimen: 6 months on
100% New French oak



MERLOT

Alc 13.5%

Aromas of vanilla, candied cherry and raspberry jam. Supple textures and flavors of dried plum and red currant. Elegant and structured with hints of toasted almond and semi-sweet chocolate.

Aging Regimen:
14 months on 70% French,
30% American oak



PINOT NOIR

Alc 13.5%

Opens with aromas of cranberry, dark cherry and hints of violet. Lightly toasted vanilla lifts the palate, a result of one year of French oak aging. A balanced and food-friendly wine with firm tannins, elegant depth and soft fruit favors.

Aging Regimen: 12 months on
100% French oak



PETITE SIRAH

Alc 13.5%

Inky violet color with vivid aromas of ripe plum, blackberry, fig preserves and pomegranate. The pronounced aromas ring true on the palate with bold flavors of juicy plum, baked fig and ripe blackberries. The wine is juicy and full-bodied with a rich texture and round, smooth tannins.

Aging Regimen: 12 months on
40% French, 40% American, and
20% Hungarian oak



CABERNET SAUVIGNON

Alc 13.5%

Aromas of blackberry, tree-ripened fig, toasted cedar and hints of mocha. A truly expressive wine with flavors of dark cherry and blackberry. Soft, mouth-coating tannins and a smooth, oak nuanced finish.

Aging Regimen: 14 months on
50% French, 50% American oak



SAUVIGNON BLANC

Alc 13.5%

Vibrant aromas of tropical fruit and zesty lime. Crisp and tangy fruit flavors of grapefruit, green apple, passionfruit and guava.

Aging Regimen:
100% Stainless Steel



Our **CHILL & REVEAL** label activates your cool down by revealing **GREEN** when the wine is perfectly chilled (50°F) and ready to enjoy!





Take Advantage of these CRUSHING OPPORTUNITIES

We're bringing it home. The win and the wine.

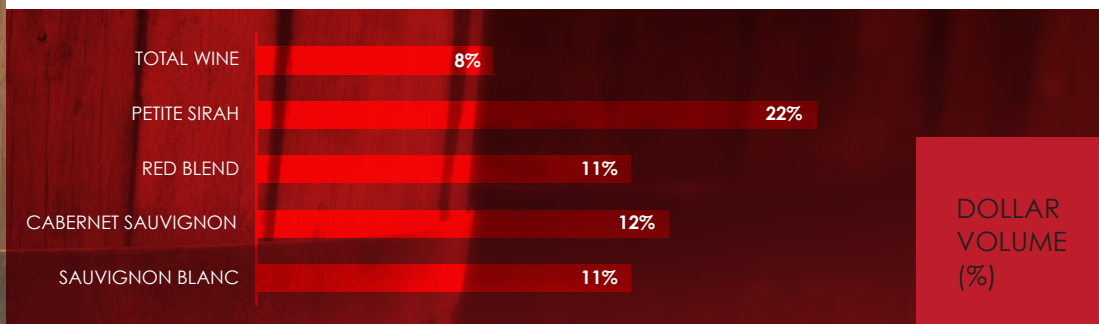
\$12-\$14.99 Price Segment: A Crushing Opportunity +7.8% !

The Crusher Wines offer varietals in the top 6 dollar volume categories in the price segment: Cabernet Sauvignon, Chardonnay, Pinot Noir, Red Blend, Sauvignon Blanc, and Merlot



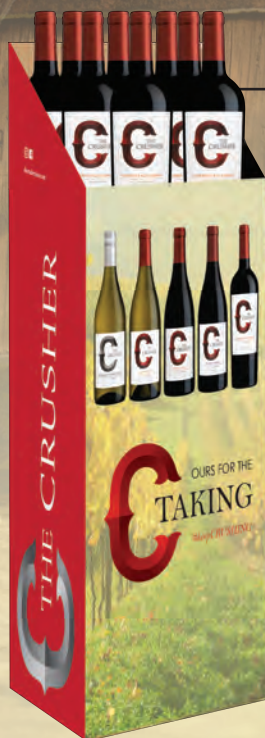
3rd largest price segment and 3rd fastest growing in total wine category.

Petite Sirah, Red Blend, and Cabernet Sauvignon represent the fastest growing varietals of 2017, all with double-digit growth



\$12-\$14.99 Volume & Dollar Growth

Source: Nielsen Total US X.AOC, 52 Wks, Total Wine (excl. Sparkling), 750ml, \$12-\$14.99, @PE 12/2/17



Case Wrap



Case Card
(2-sided)



Varietal Shelf Talkers

Coupons



Water Bottle



Cube Display
(holds 4 cases)



Wearables