

# PLUNGERHEAD

LODI WINES



## BOLD WINES FROM LODI

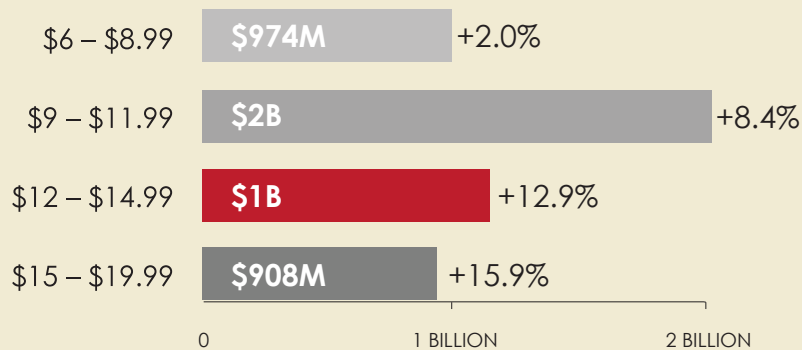
**PLUNGERHEAD WINES** are crafted to showcase Lodi's unique and diverse soils and Mediterranean climate known for making award winning wines.

Plungerhead invites you to plunge in headfirst into bold, rich deep wines, made from this unique and diverse land.

## CATEGORY OPPORTUNITY

### KEY PRICE SEGMENT TRENDS

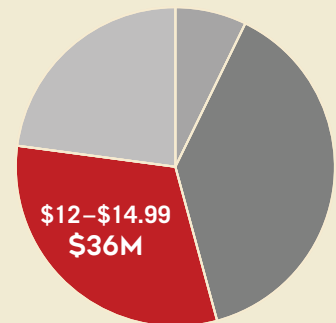
#### Dollar Volume Growth



### OPPORTUNITY

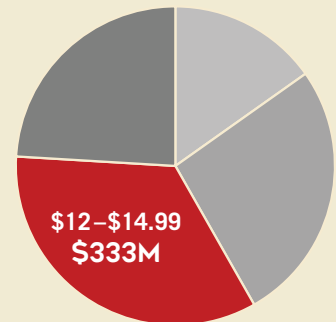
- Lodi focused wines blended to showcase the rich diverse sub appellations of this region.
- The Ultra Premium category of \$12 – \$14.99 continues to show impressive growth, valued at just over \$1 Billion in size, the category cases vs LY. is up **12.9% in dollar gains and +11.9% in case volume.**
- Plungerhead Cabernet Sauvignon and Zinfandel are positioned perfectly as two growing varietals within the dominating \$12 – \$14.99 price segment.

### ZINFANDEL BY KEY PRICE SEGMENT



TOTAL ZINFANDEL VALUE:  
\$138 MILLION

### CABERNET SAUVIGNON BY KEY PRICE SEGMENT



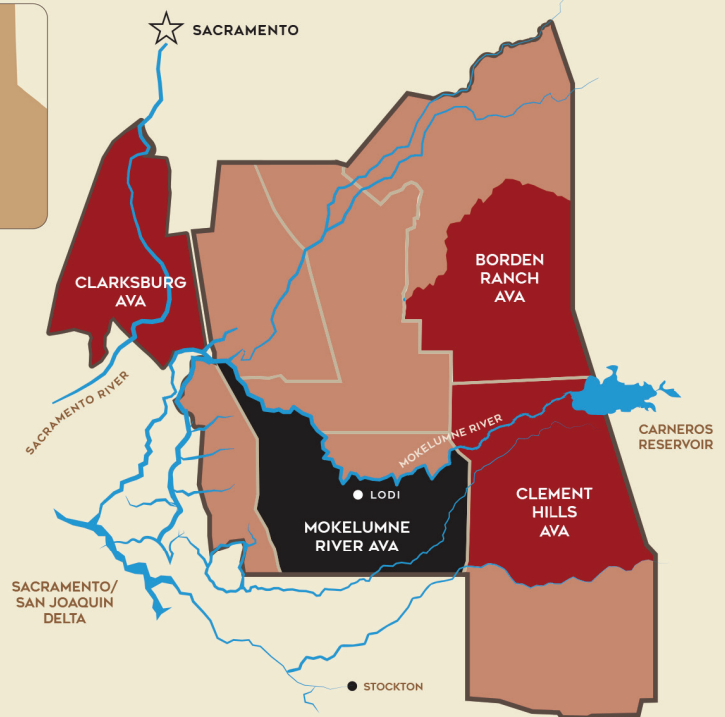
TOTAL CABERNET SAUVIGNON VALUE:  
\$1.2 BILLION



## FEATURES AND BENEFITS

Lodi focused wines blended to showcase the rich diverse sub appellations of this region. Plungerhead's new refreshed package is upscale and alluring for consumers looking to try something less traditional and bold.

The wine overdelivers in the bottle as shown by earning 4 Editors' Choice Awards from **Wine Enthusiast** plus **Wine & Spirits Magazine** selection of Plungerhead's Cabernet Sauvignon as a Top 100 Value of 2018.



VARIETAL	UPC	ABV%
CABERNET SAUVIGNON	8 33302 00204 1	14.5%
OLD VINE ZINFANDEL	8 33302 00205 2	15.5%

DIVING INTO A  
**NEW LOOK**  
.....  
SAME GREAT WINE

CASE SHIPPER



SHELF TALKERS



CASE TUCKERS

