

PLUNGERHEAD

LODI WINES

91
BEST BUY
MAY 2021
2018 PLUNGERHEAD
CABERNET SAUVIGNON

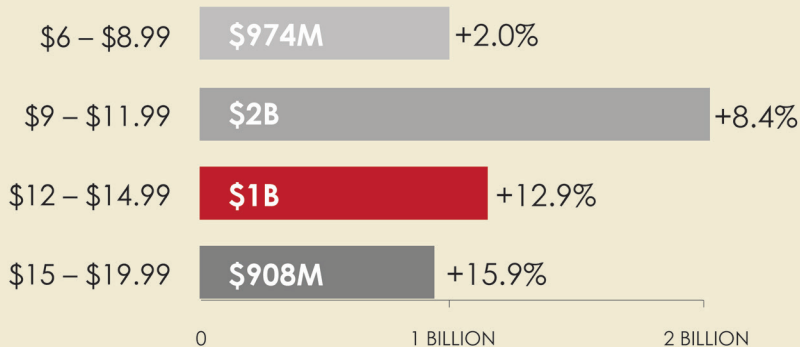
89
BEST BUY
MAY 2021
2018 PLUNGERHEAD
OLD VINE ZINFANDEL



CATEGORY OPPORTUNITY

KEY PRICE SEGMENT TRENDS

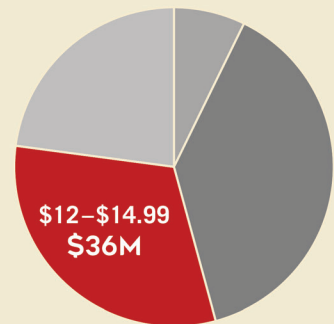
Dollar Volume Growth



OPPORTUNITY

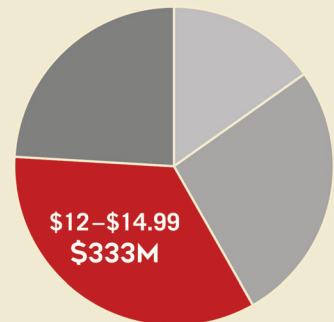
- Lodi focused wines blended to showcase the rich diverse sub appellations of this region.
- The Ultra Premium category of \$12 – \$14.99 continues to show impressive growth, valued at just over \$1 Billion in size, the category cases vs LY. is up **12.9% in dollar gains and +11.9% in case volume.**
- 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

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



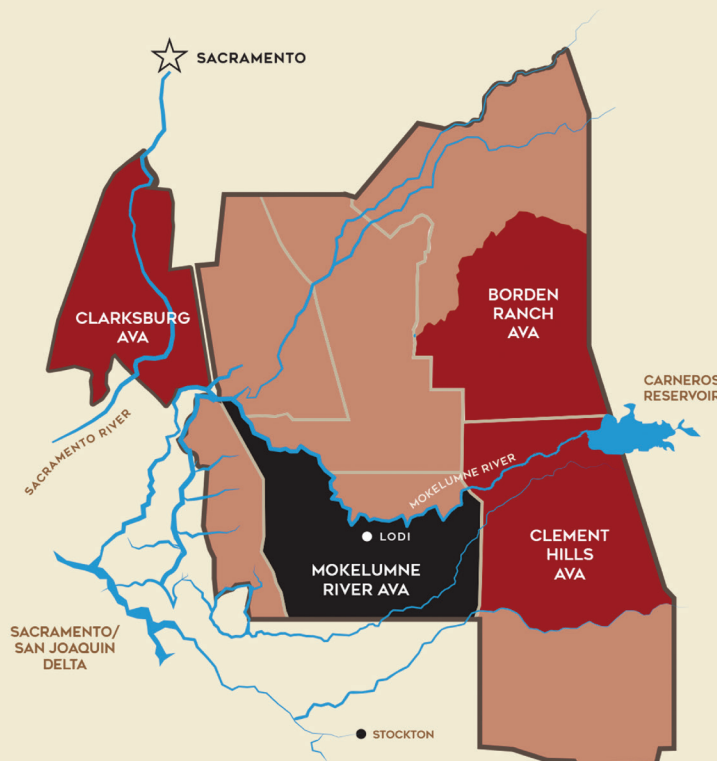
TASTING NOTES

2018 CABERNET SAUVIGNON

A deep purple in color, this wine has alluring aromatic notes of blackberry, leather, cinnamon and toasted cedar with hints of white pepper. The first sip shows juicy flavors of dark ripe cherry, and raspberry compote. The mouthfeel is silky, with a lengthy and flavorful finish with notes of plum, vanilla and toasted almonds.

2018 OLD VINE ZINFANDEL

Dark plum in color, with aromas of chocolate, brambly blackberries, toasted clove and sweet cinnamon welcome you to dive into the glass. The first sip bursts with fruit flavors of plum, raspberry, and pomegranate. Big in mouthfeel and flavor, this Zinfandel delivers on all points.



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

POLE TOPPERS



AWARD NECKERS



SHELF TALKERS



CASE TUCKERS



CASE CARDS

