

IMAGERY®

BROADEN YOUR PALATE™

SAUVIGNON BLANC

California 2017

Subtle honeysuckle aromas gently perfume the nose. Vibrant notes of citrus, lemon-lime, and grapefruit play on the tongue as a hint of dry Muscat (15%) lends refinement and softness to the finish.



Imagery v17 Sauvignon Blanc

Sourcing: California
Suggested Retail: \$19.99
Timing: February 2018
Size: 750ml

2018 Premium Concepts - Winning Concepts⁽¹⁾

- » Imagery highest rated of all wine concepts tested. **Top Scores:**
 - * “first impression”
 - * “best concept”
 - * “best overall”
- » Scored well in **purchase likelihood**, appeal and uniqueness vs all other concepts.
- » Over-indexed in attributes that indicate consumers are proud to share and show off the bottle
 - * bringing to a party
 - * giving as a gift
 - * proud to serve to dinner guests

Varietal 750ml	CASE DIMENSIONS			CASE UNITS		
	Length	Width	Height	Weight	Tier	Shipping
Sauvignon Blanc	13.5	9.75	12.063	36	14	56

UPC: 081308 004440

Case SCC: 100 81308 00444 7