

IMAGERY®

BROADEN YOUR PALATE

CABERNET SAUVIGNON

California 2016

Opulent, dark fruit of black cherry with spice, cinnamon and clove on the entry. Smooth integrated oak brings out cola flavors in the mid-palate and a vanilla toast on the finish that enhances the wine's soft balanced texture. Blended with a touch of Petite Sirah to bring notes of spice and pepper to the wine.

Imagery v16 Cabernet Sauvignon - 2017 National Launch

Sourcing: California
Suggested Retail: \$19.99
Timing: Shipping July, available in store August 1st
Size: 750ml

2018 Premium Concepts - Winning Concepts⁽¹⁾

- » Imagery highest rated of all red 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
Cabernet Sauvignon	13.5	10.125	12.063	36	14	56

UPC: 0 81308 00442 6

Case SCC: 1 00 81308 00442 3

