

IMAGERY®

BROADEN YOUR PALATE

CHARDONNAY

California 2016

Elegant in style, this Chardonnay radiates aromas of apple, lime and pear. Subtle oak and the addition of Chenin Blanc, boost this wine's brightness and overall floral characteristics. Flavors of red apple and honeysuckle coat the mid-palate, leaving a feeling of balance with a bright acid finish. 20% ML fermentation.

Imagery v16 Chardonnay - 2017 National Launch

| | |
|--------------------------|--|
| Sourcing: | California |
| Suggested Retail: | \$19.99 |
| Timing: | Shipping July, available in store August 1 st |
| 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 |
| Chardonnay | 14.31 | 10.81 | 10.875 | 36 | 14 | 56 |

UPC: 0 81308 00441 9

Case SCC: 1 00 81308 00441 6

