

# IMAGERY®

BROADEN YOUR PALATE

## PINOT NOIR

*California 2016*

Balanced and smooth from start to finish, this Pinot Noir leads with a silky entry. Jammy-strawberry, cherry and boysenberry fruit flavors are enriched by integrated oak and blended with Petit Verdot to achieve a substantial body.

### Imagery v16 Pinot Noir - 2017 National Launch

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

### 2018 Premium Concepts - Winning Concepts<sup>(1)</sup>

- » 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
Pinot Noir	14.31	10.81	10.875	36	14	56

UPC: 0 81308 00443 3

Case SCC: 1 00 81308 00443 0

