



# *The* CROSSINGS

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## THE PUREST EXPRESSION OF NEW ZEALAND SAUVIGNON BLANC

### THE STORY OF THE CROSSINGS

There's a place in Marlborough, New Zealand, where early pioneers crossed the fast-flowing Awatere River. This is where we grow our grapes for The Crossings.

The Crossings' 100% Awatere Valley sourcing offers you The Purest Expression of New Zealand Sauvignon Blanc. With distinctive elegance, our award-winning wines are estate grown and express the intense fruit and mineral flavors that make Awatere Valley wine such a distinctive experience.

### KEY SELLING POINTS

- **Awatere Valley Flavor Profile:** The Awatere Valley is cooler, drier, and windier than the Wairau Valley, which develops more flavor intensity and crisper acids in the wine.
- **Quality & Value:** The only 100% Awatere Valley (Marlborough sub-appellation) offering in the US under \$20.
- **Consistently High Scores:** We have comparable or better scores than the competition, with our 2016 Sauvignon Blanc receiving 89 points from Wine Spectator and awarded Gold at this year's TEXSOM.
- **Redesigned Packaging:** The new label achieves stopping power, premium-ness, and a strong connection to the brand story.





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## LEVERAGE HIGH ON PREMISE VELOCITY FOR GROWTH OPPORTUNITY AT RETAIL

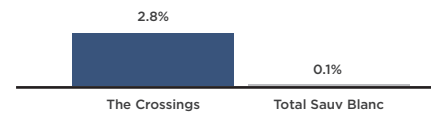
Your customers love drinking The Crossings on premise. Make sure it's available in your store!

The Crossings Sauvignon Blanc has very high on premise velocity, selling 23 cases per by the glass restaurant, per year<sup>1</sup>

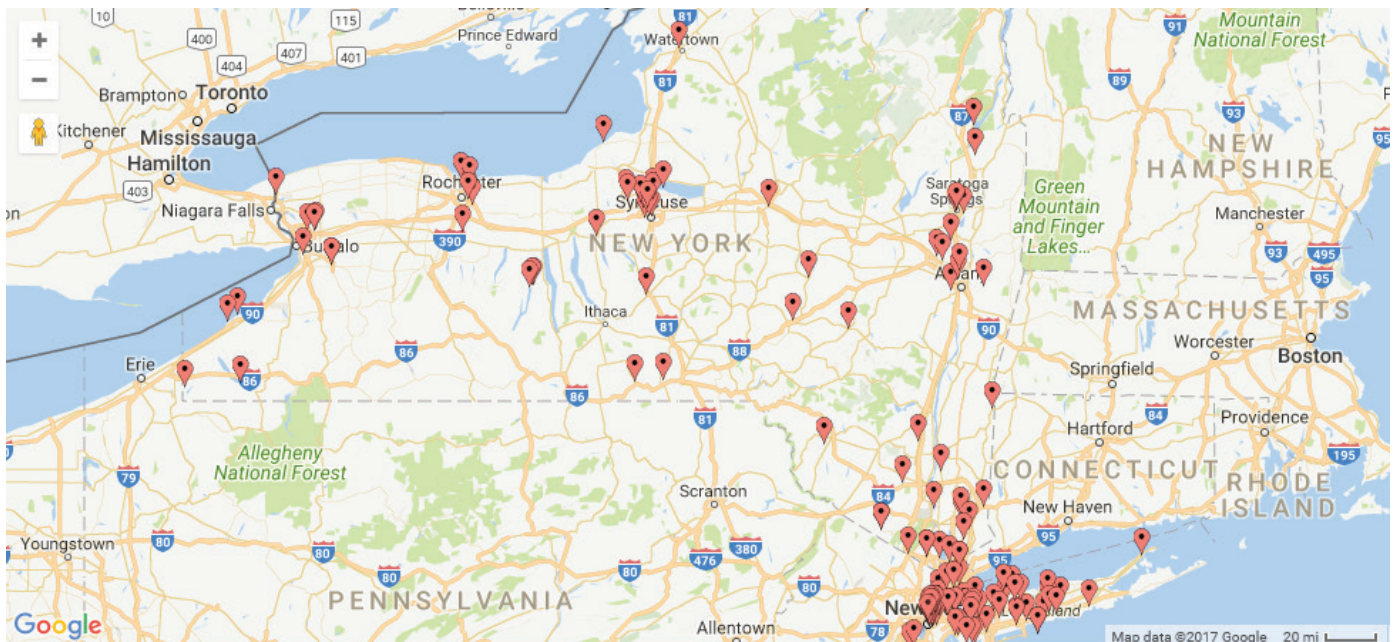
The Crossings continues to be a top performing BTG brand and our Sauvignon Blanc has the second highest on premise velocity in the DFWS portfolio FYTD<sup>2</sup>

The Crossings on premise volume growth is outpacing the Varietal Category<sup>3</sup>

ON PREMISE VOLUME % CHG VS. YA



## THE CROSSINGS ON PREMISE ACCOUNT PENETRATION



<sup>1</sup> Cognos BTG 6+ cases, on premise ROS, R12 ending October 2017

<sup>2</sup> Cognos on premise ROS, FYTD ending October 2017

<sup>3</sup> Nielsen CGA On Premise w/e 8/12/17

DFWS Still Wine - On Premise R12 Velocity through July 2017

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