



*Clos de los Siete*

# BEST-TASTING RED BLEND UNDER \$20

## SITUATION

Clos de los Siete offers an expertly crafted wine from Michel Rolland, the world’s master blender. With quality grapes sourced in one of the best quality regions of Mendoza, Clos de los Siete tastes like a premium wine priced far above \$17.99. Despite the amazing taste profile, buyers are often resistant to adding a red blend from Argentina to a wine list or shelf set due to the declining category.

## IDEA

Blind taste buyers on Clos de los Siete **before** revealing its place of origin. Allow the buyer to appreciate the rich, expressive taste before letting them know it’s an amazing wine that retails below \$20. Only after aligning on the quality of the wine and the fantastic value reveal that Argentina is the place of origin. Work backwards to avoid letting preconceived notions determine the judgment of the wine.



## FEATURES

Michel Rolland, world-renowned Master Blender, puts his name on the label

Dynamic blend changes with every vintage

10+ years of 90+ scores

## BENEFITS

*Michel Rolland is well known among trade for his blending expertise and Bordeaux credentials. His name on the bottle is a stamp of quality and authenticity*

*The dynamic blend offers consistent quality from vintage to vintage and differs from the Malbec-dominated category allowing Clos de los Siete to stand apart from the Argentina category*

*Outstanding third-party endorsements reinforce the quality of the wine and its value proposition*

## ASK

Present Clos de los Siete as a great-tasting red blend at a fantastic price – don’t lead with the category.

*“There are good places to grow wine everywhere, but Argentina is especially blessed.” - Michel Rolland*