

The **HOBNOB** Difference



Origin

France

Appellation

Languedoc-Roussillon
California (Chardonnay only)

Year Founded

2007

Winemaker

Emeric Gaucher

With Deutch Family

Since inception

Key Selling Point

Contemporary, fruit-forward premium wine that personifies "social style" for around \$10

Tagline

At the Center of It All™

Website

hobnobwines.com

 facebook.com/hobnobwines

HobNob Facts

- Developed from a partnership between Deutch Family Wine & Spirits and Les Vins Georges Dubœuf in response to a consumer need among young adults for a fun and approachable, yet stylish and sophisticated brand that reflects their social networking style and reinforces the feeling of being 'at the center of it all'.
- HobNob's name implies getting together, socializing, and even the clinking of glasses, drinking together.
- A New World style of winemaking that offers deeply colored, fruit forward, plush mouthfeel, with good aromatics and fine oak nuances.
- Eye catching packaging, color coordinated by varietal strongly resonates with younger, more visually oriented wine buyers and consumers.
- HobNob Pinot Noir is the number #1 selling imported French 750ml Pinot Noir above \$8.
- HobNob wines are approachable, inspirational, contemporary, sophisticated yet casual, fun and clever.
- Wayne Donaldson (Josh Cellars Winemaker) teamed up with Emeric Gaucher (HobNob Winemaker) to create a new & improved blend for the 2019 Pinot Noir, featuring more bold red berry flavors.
- HobNob's Wicked Red Blend is a Halloween specialty item with a custom, collectible bottle design.



Pinot Noir
Languedoc-Roussillon

Cabernet Sauvignon
Languedoc-Roussillon

Chardonnay
California

Merlot
Languedoc-Roussillon

Red Blend
Languedoc-Roussillon

Wicked Red Blend
Languedoc-Roussillon