

A TASTE OF TWO HEMISPHERES: PENFOLDS



CALIFORNIA

Penfolds[®]



VENTURE BEYOND THE EXPECTED.



AUSTRALIA

Compare how two types of wine—Cabernet Sauvignon and Cabernet Shiraz—express their similarities and differences across two distinct geographical regions, in two separate hemispheres.

AGGREGATED NAB: \$141

Penfolds[®]



BRING THIS PROGRAM TO LIFE FATHER'S DAY EVE, MADE EXTRAORDINARY



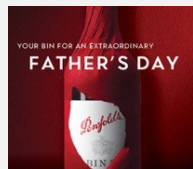
BRING THIS PROGRAM TO LIFE

FATHER'S DAY EVE, MADE EXTRAORDINARY

TURNKEY: CASUAL FINE DINING

HOW TO ACTIVATE

- Branded Pillows
- Branded Throws
- Tasting Tray
- Red Light Bulbs
- Gobo
- Menu Insert
- Email Invite Template
- Printed Tickets
- Black Tasting Glasses
- Decanter
- Bottle Glorifier
- Votive Holder



SCAN FOR SELL SHEET



10 PROGRAM PERIOD

JUNE 2022

RELEVANT INSIGHTS

- Fine dining **spikes 151% on Father's Day** vs. previous Sunday¹
- **76% of dads prefer an experience** over a physical gift for Father's Day²
- **79% of dads** enjoy bonding with their children over food²
- Consumers **plan to spend \$148.58** on Father's Day³
- **41% of consumers** want their Father's Day gift to be unique or different³

HOW IT WORKS

Father's Day Eve Event

- Chef prepares a pairing dinner featuring 2–3 "adventure" levels (approachable dishes on the low end, exotic dishes on the high end)
- Penfolds wines can be purchased before the event to earn tickets which can be redeemed for benefits and discounts at the event

To order materials for this program, please get in touch with your Treasury sales contact.

¹Upserve ²NRF
³OnePoll

INSPIRED IDEA

WINE & CHEESE PAIRING

OBJECTIVE

BRING THIS TO LIFE IN COUNTRY CLUBS, CASUAL FINE DINING & WHITE

TABLECLOTH: Drive preference for Vault Collective wines with a high-end wine and cheese pairing experience.

HOW IT WORKS

- The venue will prepare a wine and cheese pairing experience featuring wines from the Vault Collective. A luxury ambassador will guide guests through the pairings.
- At the end of the event, guests will receive a cheese pairing wheel so they can host their own wine and cheese tasting at home.
- Guests are encouraged to stay and enjoy dinner and TWE luxury wines after the tasting event.

SUGGESTED TOOLS

- Pairing Wheel
- Digital Invite
- Wine & Cheese Pairing Template



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BRING THIS PROGRAM TO LIFE
HOLIDAY



BRING THIS PROGRAM TO LIFE HOLIDAY

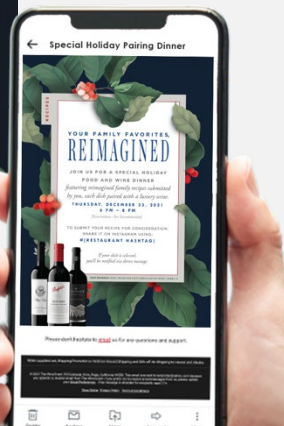
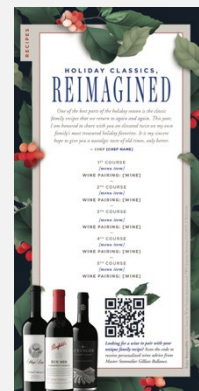
TURNKEY: **CASUAL FINE DINING**

HOW TO ACTIVATE

- Holiday Pairing Wheel
- Email Invite Template
- Menu Insert Template
- Prix Fixe Menu Template



SCAN FOR SELL SHEET



PROGRAM PERIOD

DECEMBER 2021



RELEVANT INSIGHTS

- **+22% growth in luxury wine** priced above \$20 during the holiday season¹
- Nearly **50% of consumers** will order a holiday-themed dish 1–2 times during the holiday season²
- **40% of consumers** will order a holiday-themed dish 3+ times during the holiday season²
- Consumers plan to eat **more desserts, decadent entrees, and appetizers** during the holidays²
- **40–50% increase in profits** for independent restaurants open on Christmas and New Year's³



HOW IT WORKS

Holiday Classics, Reimagined:

- Chef prepares an elevated pairing menu with their family recipes, reimagined
- Printed menu links to microsite
- Guests receive holiday pairing wheel takeaway with link to microsite
- Microsite features:
 - On-demand pairings from Gillian Ballance, MS
 - Holiday pairings
 - Educational videos
 - Tasting notes

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¹IRI Total US MULO+C Latest 52wks Ending 04.18.21

²Eater.com, 2016

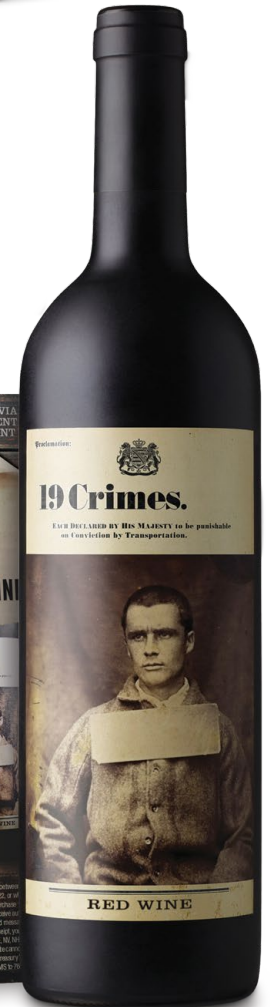
³https://www.fsrmagazine.com/bar-management/holiday-dining-habits

PLAY INFAMOUS TRIVIA WITH 19 Crimes.



19 Crimes is making it easy for you to give your customers a criminally good time. By scanning the QR code on our new “Infamous Trivia” promotional materials, customers can gain access to an online trivia game that will test their knowledge about wine, 19 Crimes history, pop culture, and the 19 Crimes celebrity partners, Snoop Dogg and Martha Stewart. Your customers will also get the chance to score exclusive 19 Crimes rebates on some of their favorite 19 Crimes wines.

A fun addition to Casual Occasions like Happy Hour or BFFF – Cheers to the infamous!



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DRIVE ADDED SALES WITH A QUICK REBATE OFFER:

Feature 19 Crimes to enhance your trivia nights with exclusive discounts—\$1.19 off ONE (1) glass or \$4.19 off ONE (1) bottle of 19 Crimes (excludes Martha's Chard). Limit one rebate per phone number per week. Valid 2/1/2022-6/30/2022

TIMING: February–June

FEATURED WINES: 19 Crimes Proclamation Tier

TARGET ACCOUNTS: Pubs and Taverns

(See back for program details)

TRIVIA EVENING NIGHT

EARN
INFAMOUS
Savings
ON 19 CRIMES WINE

Get a quick rebate of **\$1.19 on a glass** of 19 Crimes wine or **\$4.19 on a bottle** of 19 Crimes wine. (Excludes Martha's Chard)

Scan the code or text **19CrimesTrivia** to 765-544-5566 to upload your receipt to receive your rebate through PayPal or Venmo.

Enjoy Responsibly
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To be eligible for your purchase of 19 Crimes wine by the glass or by the bottle, the purchase must be made between 2/1/2022 and 6/30/2022. One receipt per phone number per week. Receipt must be uploaded to our app no later than 7/1/2022, or visit www.19crimes.com. The receipt must contain: retailer address, purchase date, product name/brand/size, purchase amount and purchase total. Consent to receive this message is not required as a condition of purchase. Carriers are not responsible or liable for undelivered or delayed messages. To process your rebate faster, please circle the qualifying product on your receipt before uploading. By submitting your receipt, you agree to the terms of the offer. Valid in AK, AZ, AR, CA, CO, CT, DC, DE, FL, GA, HI, IL, IN, IA, KS, KY, LA, ME, MD, MI, MN, MS, MT, NE, NH, NJ, NY, ND, OH, OK, OR, PA, RI, SD, TN, TX, VA, WA, WI, WY. No duplication, reproduction or facsimile will be accepted. Proclamation Tier wine is not available in certain states. Offer void where taxed, prohibited or restricted by law. Offer not available to franchisees or used in conjunction with other offers. Offer void where taxed, prohibited or restricted by law. Offer not available to franchisees and TWE imports distributors, retailers and their respective employees. For full terms and conditions, visit www.19crimes.com.

