



**COPPER CANE**  
WINES & PROVISIONS

**LEVY**  
**2023 MLB ACTIVATION IDEAS**  
**NOV 2022**

**ELOUAN**

*Belle Glas*

NAPA VALLEY  
**QUILT**

**BÖEN**

*Steorra*

# LEVY & COPPER CANE 2022-2023



BELLE GLOS  
CLARK &  
TELEPHONE

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**Varietal**  
Pinot Noir  
**Supplier**  
Copper Cane Wines &  
Provisions



NAPA VALLEY  
QUILT

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**Varietal**  
Cabernet Sauvignon  
**Supplier**  
Copper Cane Wines &  
Provisions

# Belle Glos Clark & Telephone, Santa Maria Valley

COPPER CANE  
WINES & PROVISIONS

**ABV:** 14.8%

**Bottle Sizes:** 750ml; cork

**Produced:** Rutherford CA

## Description:

*MY GOAL WITH EACH OF THE BELLE GLOS SINGLE -VINEYARD PINOT NOIRS IS TO EXPRESS THE UNIQUENESS OF EACH VINEYARD AND CRAFT A GENUINE STYLE OF CALIFORNIA PINOT NOIR THAT IS LAYERED, COMPLEX, FRUIT-FORWARD AND RICH. CLARK & TELEPHONE WAS THE FIRST VINEYARD RELEASE UNDER THE BELLE GLOS LABEL, AND IT CONTINUES TO ENCHANT US WITH THE DELICIOUS, SUPPLE AND RIPE-FRUIT CHARACTER THAT WE SEE FROM THIS SITE YEAR AFTER YEAR. Joe Wagner*

*The Clark & Telephone Vineyard was established in 1972 with 'own rooted' Martini clones. Located just 13 miles from the ocean, this vineyard experiences weather patterns that pull from west to east to bring cool fog and coastal breezes inland. This climate makes for later-ripening and longer-hanging grapes with a delightful fruitiness, great acidity and underlying flavor nuances that contribute additional complexity.*

*Due to intensive pruning and crop-thinning, the vines produce loose clusters with small, intensely flavored berries. The result is dense, dark-berry fruit and abundant, sweet, baking-spice characteristics that are synonymous with the Martini clone.*

## Matching Restaurant Guests:

- C&T is now 20 years old – it is iconic and loved by the folks that discovered it years ago as well as those that are just now trying it for the first time
- Meaningful journeys and legendary styling are important to the luxury guest– they will find that this classic Belle Glos is an adventure into Pinot Noir
- It is certainly a luxury offering / an insider wine – a bold and unique bottling for living life fully
- Inventive, unscripted and welcoming style
- It is a vegan wine

## Tasting Note:

2021: Deep purple garnet in color with lavish aromas of warm blackberry pie, raspberry, licorice, and white pepper. Bold and sophisticated on the palate with flavors of dry cherry, crushed lavender, and chocolate covered blueberries. The texture is rich and velvety which leads to a long, structured finish.

**PRICING:** \$20 BTG\*



**92/90 POINTS**

2020 Belle Glos Pinot Noir  
"Clark & Telephone"  
Santa Maria Valley

92 Wine Spectator Feb 2022  
90 Wine Enthusiast Jan 2022  
90 Wilfred Wong, Wine.com, Nov

2021

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\* Targeted On-Premise channel pricing where legal

# Belle Glos is “The Worlds Most Beautiful” Pinot Noir

COPPER CANE  
WINES & PROVISIONS

## What Showcase of distinctive single vineyard Pinot Noirs

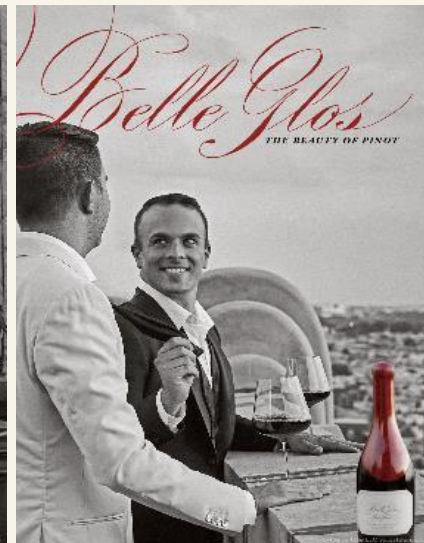
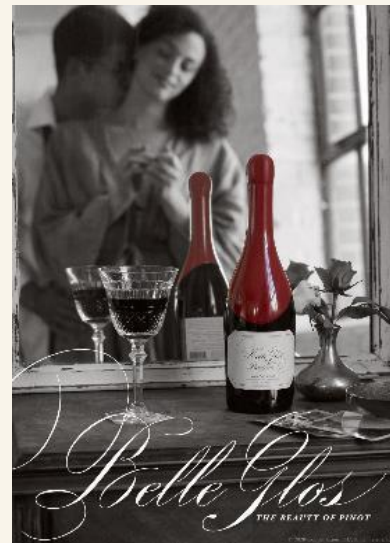
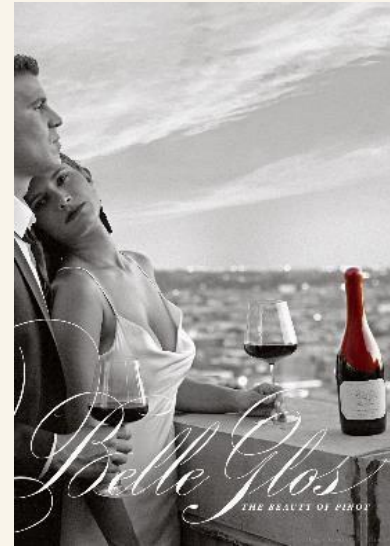
- Named for Joe Wagner’s grandmother, Lorna Belle Glos.
- Single vineyard wines from California’s most noteworthy coastal regions.
- The consistency of winemaking style across these vineyards demonstrates the contribution of the vineyards’ terroir.
- BTG target pricing is \$20 BTG and sells at about \$50 retail

## Who Age 30-55, skews male, HHI \$100k+

- Higher disposable income
- More traditional, timeless luxury tastes
- A go-to wine for date night and special occasions where they want to make more of a statement

## Why Outgrowing and Premiumizing the Wine Category

- NAOP
  - Winemetrics: #7 Pinot BTG, plus it is the highest priced at \$18.21 avg BTG
  - Next highest is \$14.17
- Most popular #1 \$30+ Pinot Noir on Vivino
- Retail:
  - Belle Glos is a Top 10 luxury brand (\$30+)
  - #1 \$30+ Pinot Noir brand +28% \$ growth P52W
  - Consistent 90+ pt. scores for all vineyards



Winemetrics NAOP survey 2021

Nielsen XAOC P52W ending 1/1/2022

# Napa Valley Quilt Cabernet Sauvignon

COPPER CANE  
WINES & PROVISIONS

**ABV:** 15.2%

**Bottle Sizes:** 750ml; 375 ml screwcap

**Produced:** Rutherford CA

## Description:

Drawing from a patchwork of six prime Napa Valley AVAs including Oakville, St. Helena, Atlas Peak, Coombsville, Calistoga, and Howell Mountain, to create full-bodied, rich, and decadent wines, Quilt exemplifies the classic structure of wines from the region, while the blending of fruit from a variety of vineyards allows the wines to maintain more complexity and a better style consistency from vintage to vintage.

Quilt stitches the experiences in life to a fine Napa Cabernet. Joe Wagner believes Napa Valley Cabernet Sauvignon has become unattainable for most consumers because of its high price point. With Quilt, he is able to offer a complex, multi-dimensional 100% Napa Cab at a reasonable price point so that more consumers can enjoy the wines of Napa Valley. The wine is finished with a screwcap to make it easily accessible to have a sip of the good life.

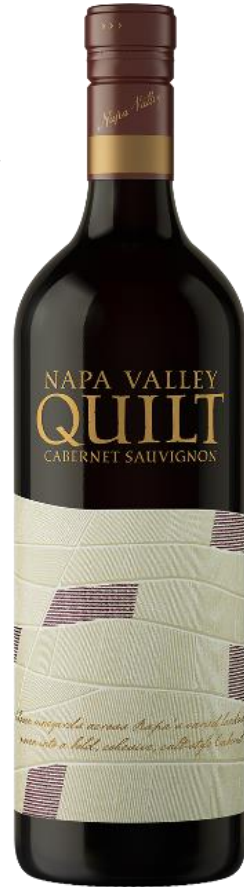
## Matching Restaurant Guests:

- Luxury guests value enrichment and thus will love this rich style of Cabernet
- Finding a reasonably priced Napa Cabernet is exciting – especially if it comes from a winemaker with this much hard earned experience and family pedigree.
- They can discover for themselves a new iconic wine in the making.
- It is a vegan wine.
- Screw cap 375 ml offers multiple opportunities

## Tasting Note:

2019: Deep garnet. Lush aromas of eucalyptus, dark cherry, crushed violet and hints of cocoa nibs and butterscotch. Bold and unctuous on the palate with dark berries, dried apricot, and notes of cocoa. Beautifully rounded with an elegantly smooth finish accompanied by velvety tannins.

**PRICING: \$20 BTG\* 375 ml \$12.00**



**94** PTS  
2019 Quilt Cabernet  
Sauvignon,  
Napa Valley  
Tasting Panel, May 2022

ELOUAN

Belle Glorie

NAPA VALLEY  
QUILT

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\* Targeted On-Premise channel pricing where legal

# Quilt is the #5 Cabernet over \$30!

**What** Classic yet complex, romantic but not ostentatious, perhaps hedonistic, Quilt is Joe Wagner's tribute to the rolling patchwork of Napa Valley's vineyards.

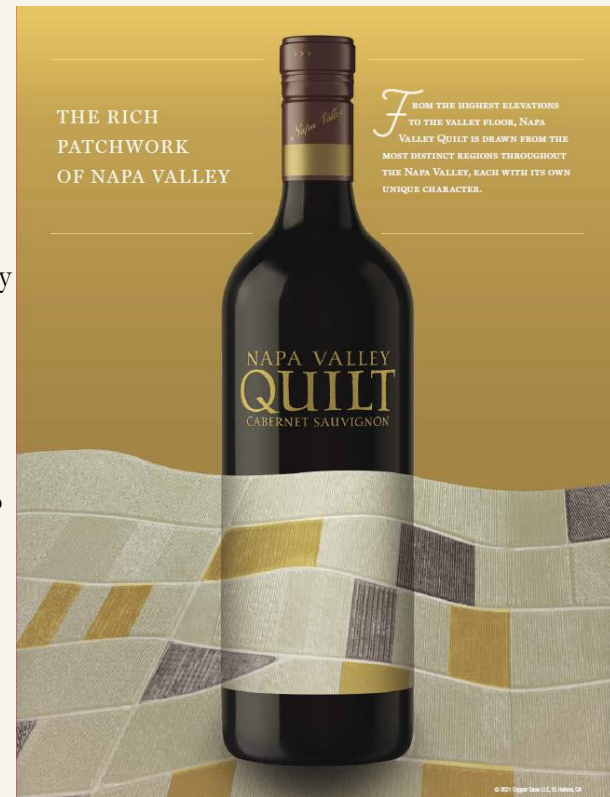
- Crafted from hillside, bench land and valley floor vineyards, across a range of Napa Valley districts.
- The result is extraordinary concentration of **flavor, color** and **texture**.
- More structure and complexity than can be achieved using fruit solely from a single district or vineyard.
- BTG target pricing is \$20 BTG and sells at about \$50 retail

**Who** Age 32-55, skews female, HHI \$75k+, skews sub-urban

- Younger/middle aged couples with families or no children
- Seek status and spend on quality/well-made products as opposed to surface luxury purchases
- Respect Napa Valley winemaking craft, heritage, and lifestyle
- Enjoy travel but obsessed with creating a warm, design-driven home experience/ environment for themselves and their social circle

**Why** Entire brand is growing

- NAOP Winemetrics: #36 Cab BTG, at \$16.61 avg. BTG
  - Next highest avg. is \$14.00
- Retail:
  - Nielsen #5 Napa Cabernet over \$30 after only four vintages
  - P52W +44%
- 90+ point scores



## Many baseball fans are fine wine fans

- Promoting fine wine at baseball venues makes sense
- Copper Cane has official sponsorship agreements and solid results in San Diego, Denver and even Boston [which has limited outlets] with our portfolio
  - Not all fine wine sales were at luxury boxes
  - Displaying fine wine options and having a carafe to offer the wines makes the decision to enjoy fine wine a lot easier
  - Also Quilt Cabernet is available on tap for those outlets that have wine capable draft systems
- Even without official sponsorships, Copper Cane team members can work with our local wholesalers to create tasting events.
- Copper Cane local teams can interact with Levy managers to help create options

## BLACK HAWKS EVENT – AN EXAMPLE OF LOCAL EFFORTS WITH LEVY

Copper Cane was first wine partner to reach out to Pascal at the United Center and set up a series of tastings this fall.

Oct 27<sup>th</sup>

Copper Cane manager Tait Machuca tasted Belle Glos C&T and Quilt Cab at the Glass Bar prior to the Black Hawks game.

He is looking forward to working several events in December.





MLB - WE ARE IN THE GAME!



# COPPER CANE WINES AT PETCO

## Petco Park Belle Glos Wine Cellar

- Bottle sales with plastic carafe
- Plus:
  - Concessions
    - Böen CA PN
    - Elouan Chard
  - 10 wines on suites list
  - Lexus Club
  - Blue Shield Club



# THE BELLE GLOS WINE CELLAR!!!



## Keys to Program Success

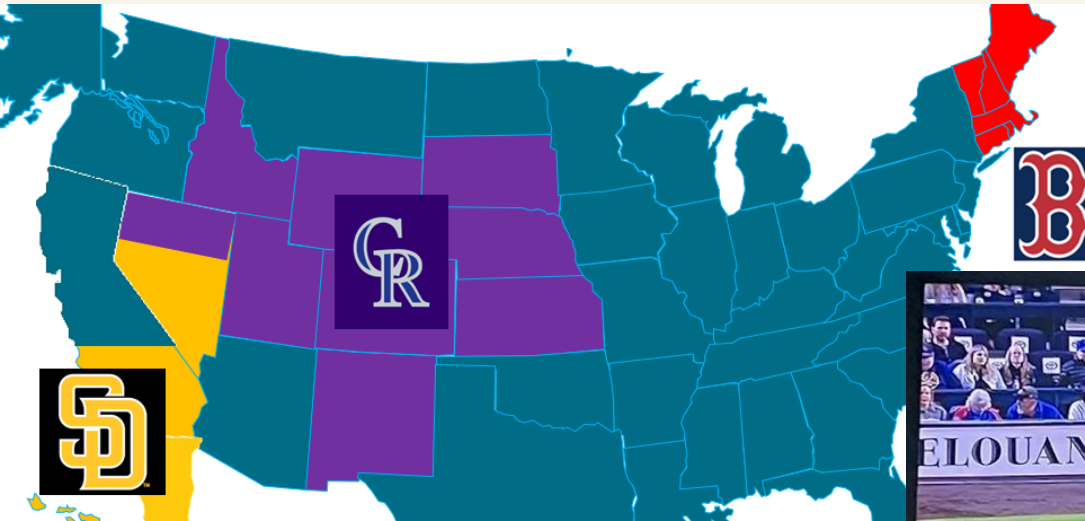
- Distributor Luxury Suite Events
- Get the people to the Belle Glos cellar!



# COPPER CANE IS AN OFFICIAL PARTNER COAST TO COAST

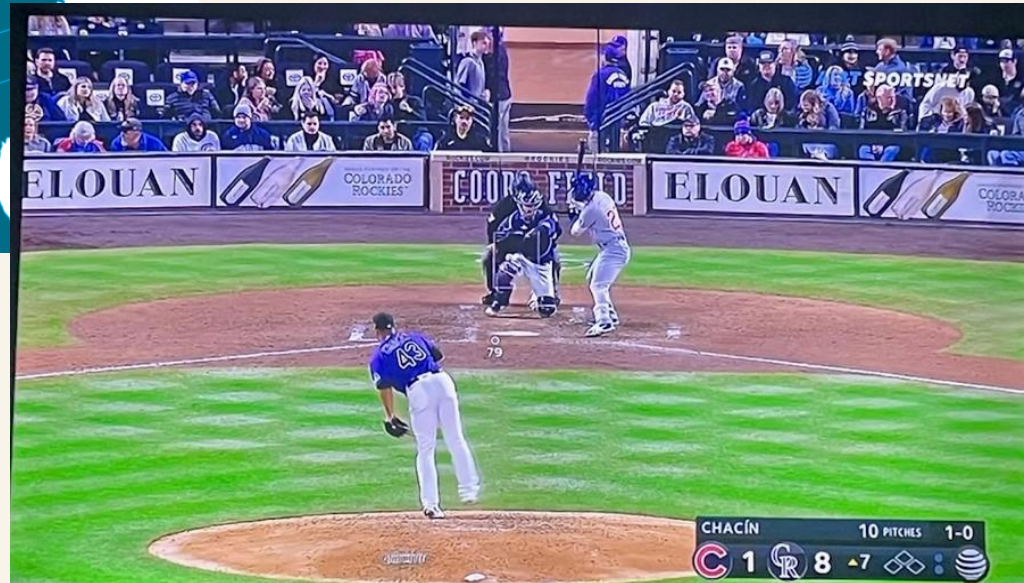


Includes East to West Merchandising Coverage in 18 States

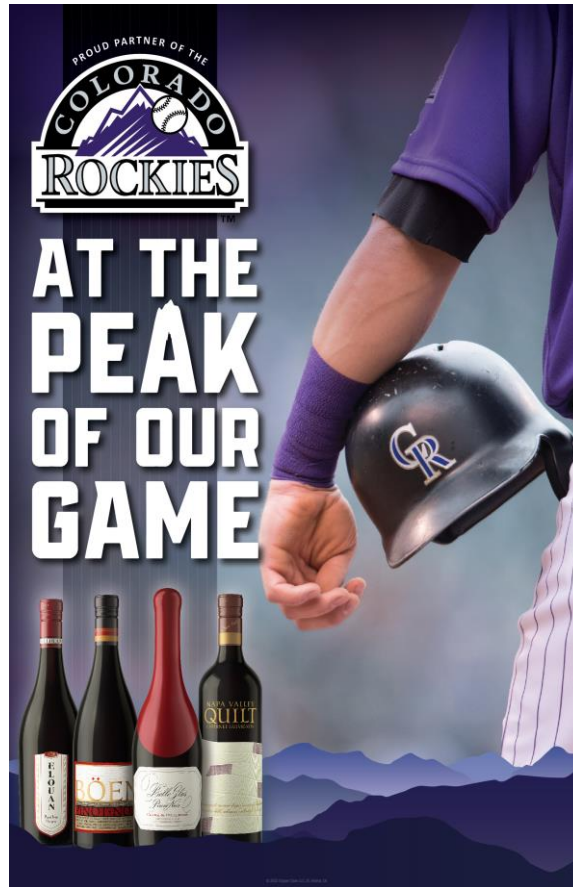


*Easter/Opening Day  
2023 promotions*

- All teams are ranked in **Top 10 MLB** attendance.
- Fan base of **8MM** people
- Access to **13 Million** person social/digital following
- Fast growing in stadium wine business  
(+\$10 & +\$20 increased +60% in past 5 years).



# CURRENT TEAMS CREATIVE





**COPPER CANE**  
WINES & PROVISIONS

**SAN DIEGO PADRES**

**ELOUAN**

*Belle Glas*

NAPA VALLEY  
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# COPPER CANE IS THE PROUD 2022 WINE PARTNER OF THE SAN DIEGO PADRES

## Key Elements

- **Use of Padre's logo on all sales collateral**
- **Branded wine shop in stadium**
- **80% of all On premise wine concessions**
- **In Game electronic, branded adverts behind home plate**
- **Ticket Bank**
- **Suite nights**
- **On Premise: Strong local Gaslamp District support of the team**
- **Great for programs**
- **"1st Pitch/Bell Ringer"**
- **Great opportunity to entertain customers**

1500 Cases  
YTD



# COPPER CANE PARTNERS WITH OTHER PADRES PARTNERS

Draws attention to the wine & baseball option

## PENDRY HOTEL

- THE San Diego Hotel in Gaslamp District
  - 5-minute walk from Petco Park
- Nason's Beer Hall
  - Elouan PN & Boen CH BTG
  - Pre-Game Event Location for Padre's outings
- Fifth & Rose
  - BG "Balade" BTG
  - BG "Glasir Holt" Chard BTG
- Destination for groups sent to Petco
- Clique Hospitality – 3 Outlets
  - Regional Group now partnering w/ Copper Cane



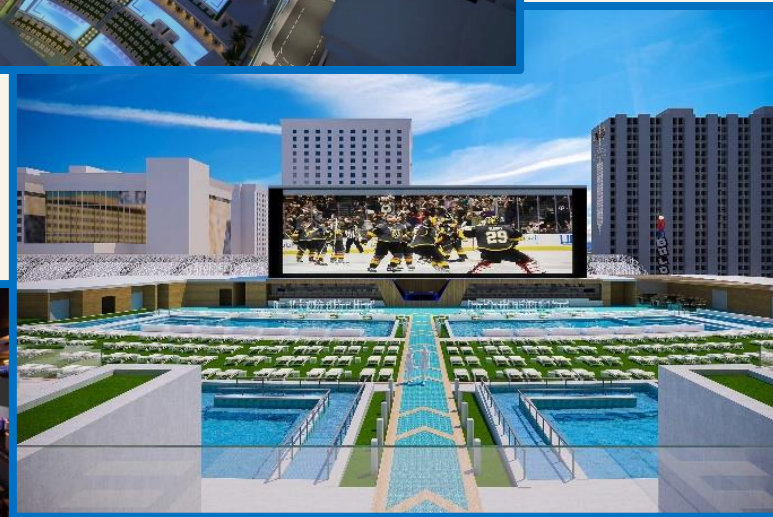
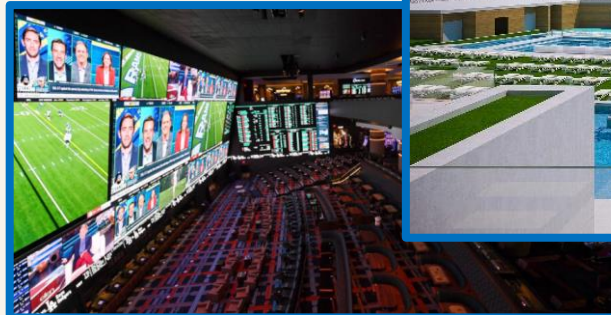


# RESULTING PARTNERSHIPS

Local programs can draw attention to the wine & baseball option

## CIRCA RESORT & CASINO

- Official NV Casino Sponsor of SD Padres
  - World's Largest Sportsbook
  - LED Home Plate Signage for Home games
- Marketing currently finalizing partnership promotions
  - Weekend Getaway sweepstakes
- 10+ outlets on property with beverage program
  - Stadium Swim
  - Legacy Club
  - 5 Bars
  - 3 Restaurants



# RETAIL EXECUTION WITH COPPER CANE AND OTHER PADRES PARTNERS



Official sponsorships creates buzz in the market

Vons 3323 San Diego, CA



Vons 2784 San Diego, CA



Vons 2724 Carlsbad, CA