

Levy



Levy Major League Baseball LTO

Ste. Michelle Wine Estates

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14 Hands Cans

Utilize walking vendors and concession
NAP \$3.50



Friesling Cocktail

14 Hands Unicorn extension with cocktails focus,
continue with Friesling, utilize second frozen
machine on CSM frozen drinks.
NAP \$7.75



Frose Cocktail

NEW! 14 Hands Unicorn Rose. Celebrate the
brand extension with summer Frose pop ups in
the stadiums.
NAP \$8.50



RECIPES



**STE
MICHELLE**
WINE ESTATES

We grow together

• **Friesling Recipe**

1 bottle of Chateau Ste.
Michelle Riesling
2 ounces Black Berry/
Raspberry Liqueur
1 ounce of lemon juice
Blend with crushed ice

• **Unicorn Frose Recipe**

1 bottle of 14 Hands Unicorn
Rose
2 T Grenadine
4 Cups of Ice
4 Cups of Frozen Strawberries
1 Lemon, freshly juiced
½ Cup Agave Nectar or Honey

• **White Wine Cocktail**

1 Bottle of Chateau Ste. Michelle Riesling
1 Cup Orange Liqueur
2/3 Cup Simple Sugar
3 Peaches – sliced
1 Mango – cubed
Combine all ingredients in pitcher over ice

CSM and Unicorn Merchandise QR Code Giveaways



Chateau Ste Michelle

Pioneering & Founding Washington winery since 1967

Top selling, highly-acclaimed and stylistically distinct wines at a variety of price tiers

Leader in sustainability, viticultural and winemaking innovations

One of the most awarded wineries in the U.S

First WA winery to introduce international partnerships

Category + Consumer



UNTAMED EXPLORERS

CURIOS | OPEN MINDED | FREE | CREATIVE

12M PEOPLE | 64% FEMALE | 71% AGE 21-49



Unicorn 750mL is the **#1 Growing Premium Domestic Sparkling Rose 750ML YTD** ahead of Barefoot Bubbly, Schramsberg, Taittinger Domaine Carneros, and Korbel!



Premium \$8+ **Sparkling Rose wine +4.3%** (Dol.) in the latest 52 Weeks



Prem. Sparkling Rose is the **#3 Prem. Sparkling Flavor**, outpacing the Category by **1.7X growth!**



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THANK YOU!