

The DROP

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100% CALIFORNIA ROSÉ

This Rosé is all about Summer - Light as a four day work week; a bit of fruit on the nose gives way to first class crispness, finished with a high-five of minerality. Chenin Blanc, Syrah, Zinfandel blend. Don't be fooled by the can. THIS IS NOT YOUR AUNT'S PINK ZIN.

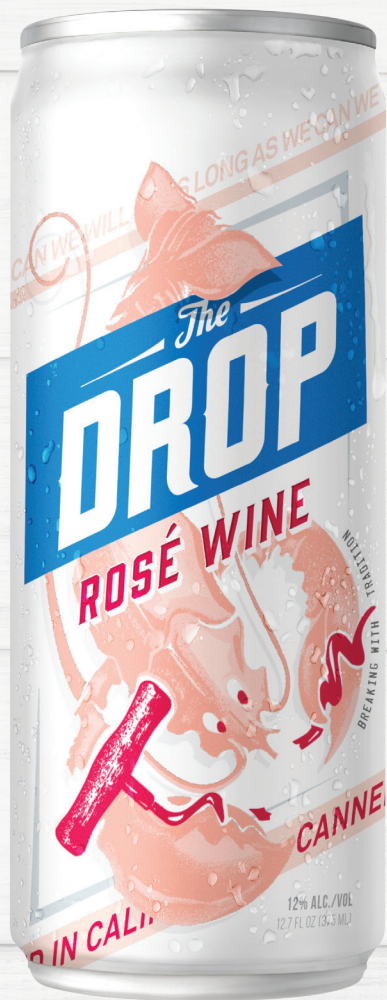
SIZING & PRICING

- ▶ 4-Pack Size = 1L (4 x 250mL cans)
- ▶ ABV 13%
- ▶ Nine 4-packs/case (36 cans total)

UPCs

862972000309 - Cans

862972000316 - 4 Pack



REASONS TO BELIEVE IN CANS

- > Canned wine growing 125% in sales*
- > Named a 2016 trend to watch by both Whole Foods & Gallo Wine Trends
- > Crowd standout – Bottled wines lack brand attribution when served by the glass
- > 20% of wine drinkers have tried it and 32% recognize it's perfect for picnics or cookouts
- > The can bridges the gap between beer and wine
- > It is a package and glass in one – no need to bring cups or a corkscrew
- > It can go wherever our drinker goes – Parks, Lakes, Music Festivals, Boats, Golf Courses, or up a mountain in his pack
- > Plus, it's better for the environment!

*During the 52 weeks ended June 18, 2016. Nielsen

TO ORDER

- ▶ Email: order@TheDropWine.com

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