

Introducing GAME BOX

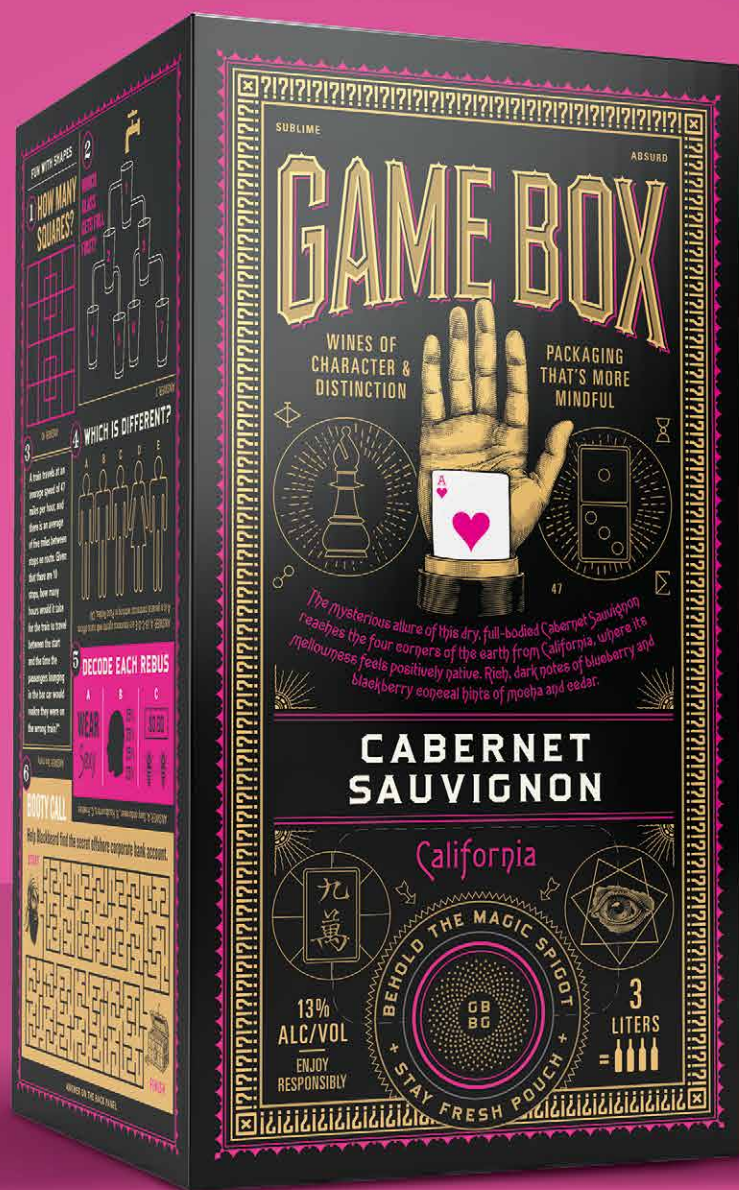
ABOUT GAME BOX

Game Box is here to become a part of the conversation with fun games and witty humor. Let's get box wine out of the pantry and proudly displayed on the table.

SELLING POINTS

- Game Box's interactive packaging encourages consumers to engage with the brand and make it the center of their social gathering. The brand experience will continue beyond the box, with innovative displays and gamification.
- Game Box is a premium wine brand. Its high quality cues are reinforced by California appellation and specific vintages.
- Game Box packaging is mindful of its impact. Wine in a box stays fresh longer, reduces waste, is recyclable and leaves a significantly smaller carbon footprint.

FAMILY



TASTING NOTES

Cabernet Sauvignon: Aromatics of ripe cherry, spice and a hint of oak. Medium on the palate with fresh fruit, sweet oak and a soft finish.

Pinot Grigio: A nose of fresh, delicate floral aromas with citrus flavors of lemon and lime supporting a long, full finish.

TECHNICAL NOTES

GAME BOX WINES	CABERNET SAUVIGNON	PINOT GRIGIO
Vintage	2019	2019
Appellation/ Growing Region	California	California
Composition	76% Cabernet Sauvignon 15% Petit Verdot 6% Rubired 3% Syrah	82% Pinot Grigio 16% French Colombard 2% Muscat Canelli
Alcohol	13.5%	12.0%
TA	0.61	0.05
RS	0.7	0.7
pH	3.74	3.74

POS SUPPORT



Case Sleeve



Case Card



Family and Tasting Note Shelf Talkers