

# ROBERT HALL®

OFF-PREMISE

## HOW WINNING IS DONE.

WE BELIEVE IN THE SIMPLE THINGS,  
LIKE REWARDING YOURSELF AFTER AN HONEST DAY'S WORK.

Our consumers do the same, pursuing passions and celebrating achievements with friends and family.

Created from acclaimed Paso Robles vineyards by winemaker Don Brady, our wines are a tribute  
to hard work and pride in craft — A REWARD WELL-EARNED.

### Q2 OFF-PREMISE *highlights*

#### PASO ROBLES = SALES GOLD

DOLLAR SALES of Paso  
Robles wines are +8% vs. YA<sup>1</sup>

OUTPACING Napa Valley  
(+1% vs. YA) and Sonoma County  
(+1% vs. YA)<sup>1</sup>

LEADING all other California  
wine regions in \$ share<sup>1</sup>



#### PRO-RATED GOLF DRIVER SWEEPS

##### EXCLUSIVE SWEEPSTAKES:

Enter for your chance to win  
a pro-rated golf driver

Sweeps creative features  
GOLF TIPS AND FACTS  
to keep the game fresh



#### TRADE ADVERTISING

Throughout this year,  
print ads will run in **POPULAR  
PUBLICATIONS** including  
*Food & Wine*, *Market Watch*,  
*Wine Enthusiast*, and *Wine  
Spectator*.



<sup>1</sup>Nielsen Total US xAOC + Combined Liquor 26 weeks ending 11/2/2019

# ALL NEW GOLF TOOLKIT

## PRO-RATED GOLF DRIVER SWEEPS

**DOUBLE-SIDED CASE CARD**  
12" x 18" • Qty: 10  
RHL-NAT21011

**SHELF TALKER**  
3" x 4.5" • Qty: 25  
RHL-NAT21014

**CASE SLEEVE**  
11.75" x 13.75" x 29.75" • Qty: 10  
RHL-NAT21028



## GOLF FLOW POINT-OF-SALE

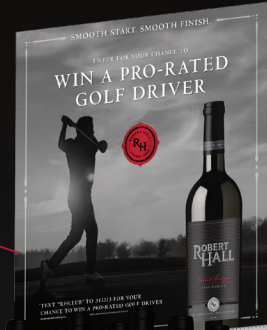
**NECKER**  
2.5" x 4.5" • Qty: 25



back of case card



shelftalker



## PREMIUMS



**CHILLER BUCKET**  
5qt • Holds 1-2 Bottles  
RHL-NAT21036



**GOLF TEES**  
Pack Qty: 40  
RHL-NAT21039



**TITLEIST PRO V1 GOLF BALLS**  
5qt • Holds 1-2 Bottles  
RHL-NAT21040



## FLOW POINT-OF-SALE

**CASE SLEEVE**  
11.75" x 13.75" x 29.75" • Qty: 10

**SHELF TALKER**  
3" x 4.5" • Qty: 25

**CASE CARD**  
12" x 18" • Qty: 10

**NECKER**  
2.5" x 4.5" • Qty: 25



## OUR AWARD-WINNING WINES

### 2020 SAN FRANCISCO CHRONICLE WINE COMPETITION

**GOLD** • Cabernet Sauvignon, Paso Robles, 2016  
**BEST IN CLASS** • Chardonnay, Paso Robles, 2018

**SILVER** • Sauvignon Blanc, Paso Robles, 2017  
**SILVER** • Merlot, Paso Robles, 2017

THE GOOD LIFE. WELL-EARNED.™