



## FRENCH ELEGANCE. AMERICAN APPEAL.

*Le Grand Courtâge sparkling wines fill a gap in the market with their competitive pricing, pleasing palate, and elegant packaging.*

### LGC APPEALS ON THREE P'S

**Price:** French cachet at an affordable price for BTG, wine list and shelf. 187 ml offers BTG with no waste, and a low-risk sampler.

**Palate:** Delicate, dry, crisp yet fruit-forward character creates an approachable, versatile & balanced bubbly, which is "Cuisine, Cocktail and Consumer-friendly".

**Packaging:** Eye-catching, elegant packaging to capture the 65+% of wine purchases made based on label alone.

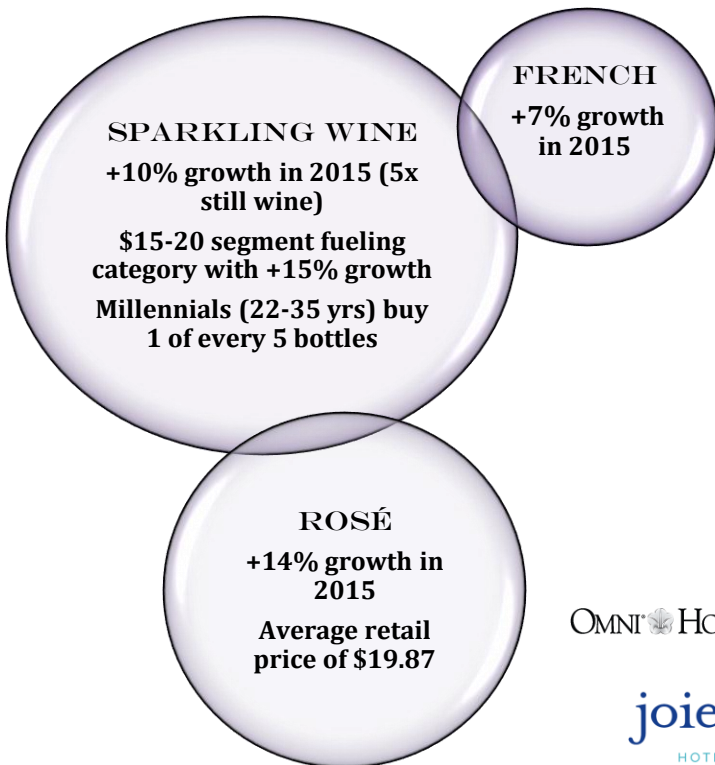


### APPROACHABLE. AFFORDABLE. VERSATILE.

*Le Grand Courtâge offers an affordable luxury for life's special occasions and everyday moments.*

### ACCOUNT SUCCESSES

- ❖ **Virgin America:** exclusive sparkling on all flights in 2014-2015.
- ❖ **California Pizza Kitchen:** Blanc 187 & 750 ml served in all 200 locations nationally
- ❖ **Omni Hotels:** Blanc 187ml national BTG in 2015
- ❖ **Cost Plus World Market:** 3 core SKUs sold in 250 stores nationally
- ❖ **Whole Foods:** sold in CA, AZ, WA, TX, FL
- ❖ **Regional Grocery (CA):** Bristol Farms, Mollie Stone's, Lunardi's, Draeger's, Von's/Pavilion's
- ❖ **Marquee Hotels:**
  - Vegas: Delano, Aria, Venetian Hotels
  - Los Angeles: Fairmont, Biltmore, Hyatt
  - Desert: Indian Wells Golf, Las Palmas Resort
  - Bay Area: Joie de Vivre, Clift Hotel, Marriott
  - DC - Marriott, Westin



OMNI HOTELS & RESORTS



california PIZZA KITCHEN

COST PLUS WORLD MARKET.

joie de vivre HOTELS RESORTS

