CHERRY COBBLER

Sit back and sip summer's reward. Treat yourself to bright, sweet cherries, a hint of flaky baked crust, and a heap of vanilla 'a la mode.'

NEW! SUMMER 2018 SEASONAL RELEASE!

- **Featuring the same uncanny 'baked' taste as our fall release, Apple Pie, a 2016 Top-5 National Chain table wine.***
- **In year two, Apple Pie had a 22,000-case commitment, with projected 264,000 units!**
- **Cherry flavored wines in the TOTAL Midwest (IN, IL, OH, KY, MI) +5.6% in dollars and +4.3 in units.****
- **Disruptive launch marketing strategy with PR campaign, social content advertising, and viral video spot.**
- **Price Point: $8.99.**

**AC Nielsen ending 11/5/16 **AC Nielsen; 52-Weeks Ending 3-25-17*

UPC	BOTTLE DIMENSIONS (INCHES)	CASE DIMENSIONS (INCHES)	CASE WEIGHT (POUNDS)
0-12584-02002-2	3.03"W x 13.0"H	12.75"L x 9.75"W x 13.25"H	37.5 LBS

0 12584 02002 2

PERFECT FOR SHARING. NO FORKS REQUIRED. *#losethefork*