

UNSULLIED

CHARDONNAY
CENTRAL COAST

CHARDONNAY STILL
#1 SELLING
WINE VARIETAL
IN THE UNITED STATES

+4.5% \$ VOL GROWTH
\$11.00-\$14.99 Chardonnay

CONTINUED, STEADY GROWTH

The \$11.00-\$14.99 price segment of Chardonnay continues to show steady growth off of a large base, at +4.5% vol.

A WINE STYLE FOR FOODIES

With its lean and crisp profile, Unsullied is perfect for wine and food pairing enthusiasts.



un•sul•lied

adj. 1. Pure or spotlessly clean and fresh.
2. Immaculate or impeccable.

Driven by a minimalist mindset and a willful passion for purity, Unsullied wines express the freshness and virtue of the fruit, as the vine and nature intended.

\$14.99 SUGGESTED RETAIL

UNIQUE BRAND PROPOSITION

A simple but impactful brand concept with a fresh, contemporary look and feel.

OVER DELIVERS IN PRICE

Priced competitively to over deliver in quality and value to the consumer.

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EYE-CATCHING POINT OF SALE:



CASE CARD



CASE TUCKER



CASE CARD

PRODUCT SPECIFICATIONS

BOTTLE UPC	0-89636-44409-9	SHIPPING WEIGHT	33.5 lbs (15.19 kg)
CASE/SHIPPER UPC	0-89636-44419-8	CASE LENGTH	13.5 in
SCC	(01)10089636-44419-5	CASE WIDTH	10.125 in
VINTAGE	2018	CASE HEIGHT	12.25 in
APPELLATION	Central Coast	BTL HEIGHT	11.875 in (301.63 mm)
SKU	WVCHA06A19	BTL DIAMETER	3.184 in (80.87 mm)

