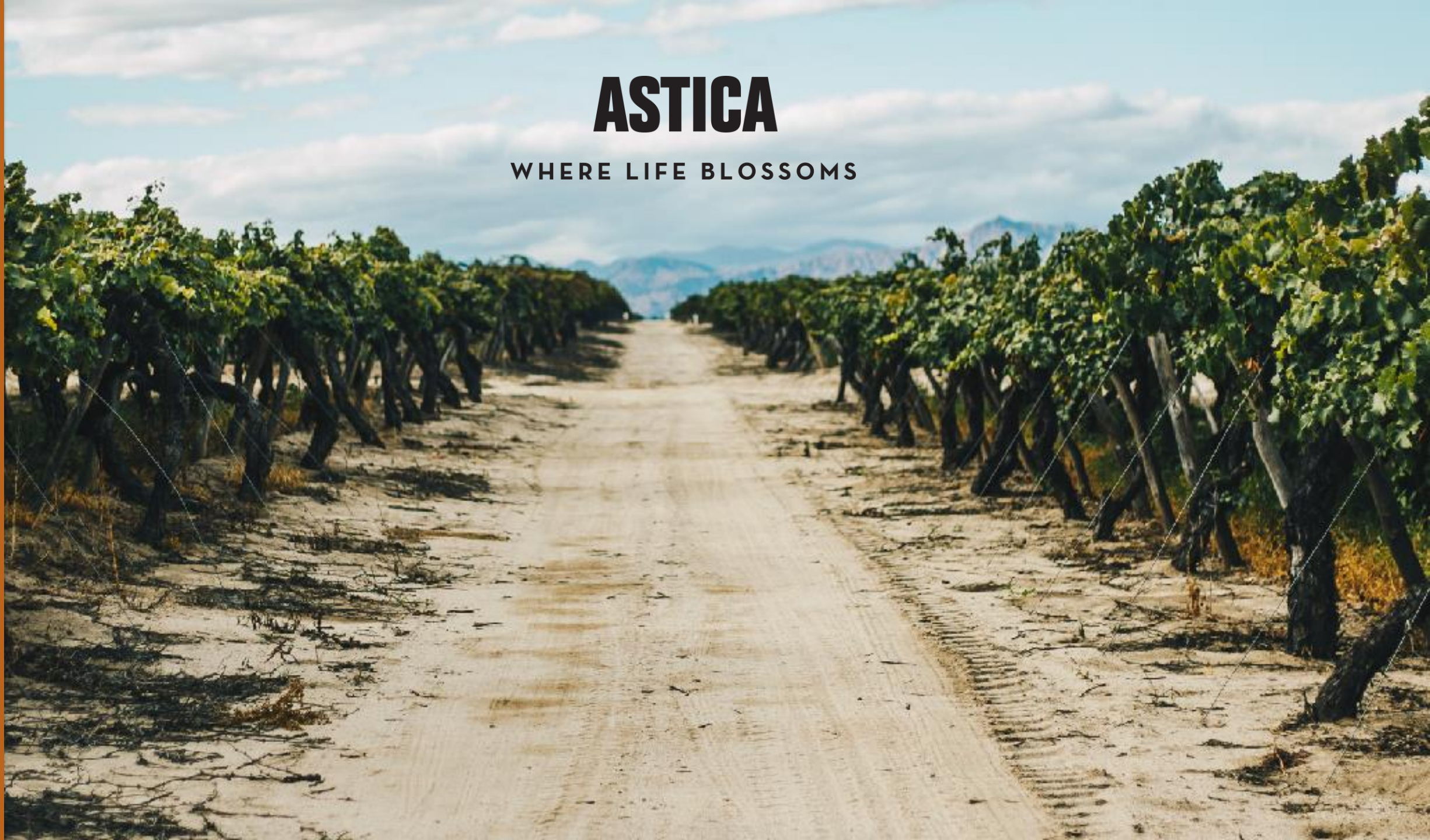


ASTICA

WHERE LIFE BLOSSOMS

ASTICA



ASTICA

WHERE LIFE BLOSSOMS

MISSION STATEMENT

The wines aim to bring people together through every sip.

KEY INFORMATION

- Located in the heart of the Mendoza
- "Astica" means "place of flowers" in the native language of the Huarpe, a native tribe from Argentina for whom the brand is named
- The bright colors highlight the youthful spirit of the wine, with its vibrant and fresh flavors
- Key themes: floral, fresh, vibrant, modern, young
- Portfolio is line priced and perfect for catering, house pours, grocery stores



PRIORITY SKUs



Astica Malbec \$8.99



Astica Cabernet Sauvignon \$8.99

OPPORTUNITY GENERATORS



Astica Sauv Blanc \$8.99



Astica Torrontes \$8.99



Astica Chardonnay \$8.99



Astica Syrah \$8.99

ASTICA

WHERE LIFE BLOSSOMS

APPELLATIONS/GEOGRAPHICAL DENOMINATIONS REPRESENTED

- Mendoza, Argentina

COMPETITIVE SET:

- Elevation
- Bodega Familia Barberis
- Las Olas
- Trapiche

ADJACENCIES :

- Wines of same varietals (see competitive set)
- South American wine section

SHELF POSITIONING



ARGENTINA, MENDOZA



ASTICA

WHERE LIFE BLOSSOMS



ASTICA

NATIONAL ACCOUNTS	INDEPENDENT ACCOUNTS
<p>ON-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Astica Malbec 750ml/12pk 2. Astica Cabernet Sauvignon 750ml/12pk 3. Astica Torrontes 750ml/12pk 4. Astica Sauvignon Blanc 750ml/12pk 5. Astica Chardonnay 750ml/12pk 6. Astica Syrah 750ml/12pk 	<p>ON PREMISE BTG PRIORITIES</p> <ol style="list-style-type: none"> 1. Astica Malbec 750ml/12pk 2. Astica Cabernet Sauvignon 750ml/12pk 3. Astica Torrontes 750ml/12pk 4. Astica Sauvignon Blanc 750ml/12pk 5. Astica Chardonnay 750ml/12pk 6. Astica Syrah 750ml/12pk
<p>OFF-PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Astica Malbec 750ml/12pk 2. Astica Cabernet Sauvignon 750ml/12pk 3. Astica Torrontes 750ml/12pk 4. Astica Sauvignon Blanc 750ml/12pk 5. Astica Chardonnay 750ml/12pk 6. Astica Syrah 750ml/12pk 	<p>ON PREMISE BTB</p> <ol style="list-style-type: none"> 1. Astica Malbec 750ml/12pk 2. Astica Cabernet Sauvignon 750ml/12pk 3. Astica Torrontes 750ml/12pk 4. Astica Sauvignon Blanc 750ml/12pk 5. Astica Chardonnay 750ml/12pk 6. Astica Syrah 750ml/12pk
	<p>OFF PREMISE PRIORITIES</p> <ol style="list-style-type: none"> 1. Astica Malbec 750ml/12pk 2. Astica Cabernet Sauvignon 750ml/12pk 3. Astica Torrontes 750ml/12pk 4. Astica Sauvignon Blanc 750ml/12pk 5. Astica Chardonnay 750ml/12pk 6. Astica Syrah 750ml/12pk

TARGET ACCOUNTS