

2022 TWG Merchandising Guidelines

Cold Box Expectations:

2 TWG items per 4-foot shelf to include all sizes.
(Not including Corporate Brands)

SKU Priority:

1. Cupcake Chardonnay
2. Cupcake Sauv. Blanc
3. Chloe Pinot Grigio
4. Cupcake Prosecco
5. RLG Lime Margarita
6. M&V White Zin 1.5L
7. Cupcake BK Chard.
8. Cupcake LH P. Grigio
9. Imagery Chardonnay
10. Cupcake MdA

SKU Priority:

Chardonnay:	Pinot Grigio:
Cupcake Chardonnay	Chloe Pinot Grigio
Cupcake BK Chardonnay	Cupcake Pinot Grigio
Imagery Chardonnay	Cupcake LH Pinot Grigio
Sauvignon Blanc:	Rosé:
Cupcake Sauvignon Blanc	Cupcake Rosé
Chloe Sauvignon Blanc	Cupcake LH Rosé
Tribute Sauvignon Blanc	Chloe Rosé
Sparkling:	1.5L:
Cupcake Prosecco	M&V White Zinfandel
Cupcake MdA	M&V Pinot Grigio
Chloe Prosecco	M&V Chardonnay
RTD:	3.0L:
RLG Lime Margarita	FZ Ref Peach Moscato
RLG Strawberry Margarita	FZ Ref Tropical PG
RLG Mango Margarita	FZ Ref Strawberry Rose
LS Moscato Lemonade	FZ Ref Wild Berry Mos.
LS Straw. Rosé Lemonade	
5.0L:	500ML:
Chardonnay	FZ Chardonnay
SSB	FZ Pinot Grigio-Col.
Crisp White	FZ Moscato
Chillable Red	Ref. Peach Moscato
Pinot Grigio-Col.	Ref Tropical Pinot Grigio

Warm Shelf Expectations:

- Always choose position over adjacency.
- Preferred adjacency is right hand pull to the #1 SKU in the category,
- Never have two TWG brands adjacent to each other.

Preferred Adjacencies:

Rancho La Gloria (Brand Set): Jose Cuervo, Uptown, Flybird

Imagery: Coppola Cab, KJ PN, KJ Chard, KJ SB

Tribute: Josh or Joel Gott for all SKU's

Chloe: Santa Marg. PG, Kim Crawford SB, La Crema PN, La Crema Chard, La Marca Prosecco and Prosecco Rosé, Whispering Angel Rosé, Josh Cab, CSM Merlot, Dreaming Tree Red Blend

7 Deadly: Gnarly Head Zin, Coppola Red Blend, Freakshow Cab.

Cupcake Stills: Kim Crawford SB, KJ Chard, Ecco PG, Butter Chard, Dark Horse Rosé, Mirassou Moscato, CSM Riesling, Menage White Blend, Apothic Red Blend, Carnivor Cab, Apothic Dark, Mark West PN, Bogle Merlot, Alamos Malbec

Cupcake Sparkling: Mionetto Prosecco, Risata MdA, La Marca Prosecco Rosé, Ruffino Sparkling Rosé, Freixenet Cava

Cupcake Signature Sweets: Stella Rosa like varietals/types

Cupcake Lighthearted: Adjacent to like Cupcake stills varietals.

5.0L Merchandizing Standards

(>75% Share of 5.0L Shelf)

Shelf Sets:

- Color Branded (Red/Blush/White).
- Price tier from Top to Bottom (Below Almaden).
- Place all other value large format on the bottom shelf.



Display Expectations:

(All displays should be clean and merchandised with correct pricing and brand approved POS)
(Hero SKU's in Bold)

Imagery: All types on display. 50% Cab., 25% Pinot Noir, 25% White Wines

Tribute: All types on display. >50% Cabernet.

Chloe: Focus on Core Priority SKU's. 50% Pinot Grigio, and Chard, PN, SB

7 Deadly: All types on display. 50% Zinfandel, 25% Cab, 25% Red Blend

Cupcake Stills: #1 display location. Core 4 SKU's – S. Blanc, Chard, PG, BK Chard

Cupcake Sparkling: All types on display. Focus on Prosecco 1st, then MdA.

Cupcake Sig Sweets: All types on display. 50% Sweet Red, 75% Sweet Red/Peach.

Cupcake Lighthearted: 30% Pinot Grigio, 30% Chard, 20% SB, 10% Rosé, 10% PN

- Display <25 cases, try and limit to one collection.

- Display >25 cases, Stills@50%, min. 2SKU's per coll., max. 4SKU's per coll.

- Always have a dedicated location for Lighthearted, separate from others.

Main & Vine: 50% WZ, 50% Core Varietals – PG, Chard, Cab. Sauv., W. Merlot

Lemonade Stand: All SKU's represented. With M&V, unless >20 cases of LS.

Rancho La Gloria: Lead with Lime & Strawberry. Incorporate additional sizes where applicable.

Franzia: Displays should feature the top 6 varietals – Chard, SSB, Chill Red, Crisp White, WZ and Cab Sauv.

Franzia Refreshers: Display should be color banded horizontally

Program Execution Expectations:

Speed to Floor: A minimum of 90% execution across the program account base within the first 7 business days of the program.

Speed to Volume: Targeting volume growth greater than the previous year, same time period, within the first 7 days of the program.

The ultimate goal is to see 100% execution as quickly as possible so that we can get sell thru at store level and reloads, where possible. This leads to brand growth and brand health.

Pricing Expectations:

Pricing should follow the guidelines set by the retailer. Watch competitive margin discrepancies. Price tags should be clearly marked and matching on all items, including shelf, display and cold box.



TWG 2X4

COLDBOX EXPECTATIONS: 2 TWG ITEMS PER 4 FT

SKU Priorities:

1. Cupcake Chardonnay
2. Cupcake Sauv Blanc
3. Chloe Pinot Grigio
4. Cupcake Prosecco
5. RLG Lime 1.5L or 750ml
6. M&V White Zin 1.5L
7. Cupcake Butterkissed Chardonnay
8. CCLH Pinot Grigio
9. Imagery Chardonnay
10. Cupcake MDA



Does not include corporate brands.

DISPLAY STANDARDS – CUPCAKE STILL

MANDATORIES FOR ALL DISPLAYS:

- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display
- No Additional décor (flowers, garland, etc)



Good: 15+Cases

Any 2-3 of the Core 4 SKU Priority
Year Round

- Highly visible display location
- Appropriate size for account volume and footprint
- Any 2-3 of the 4 priority SKUs featured as applicable



Better: 24+Cases

3-4 of the Core 4 SKU Priority
Year Round

Same as prior plus:

- Number 1 or 2 display location (high pass, high pause)
- All priority SKUs featured as applicable: Sauvignon Blanc, Chardonnay, Pinot Grigio, Butterkissed

Retail Sales Standards:

• SKU Prioritization:

- Sauvignon Blanc, Monterey Chardonnay, Butterkissed Chardonnay, Pinot Grigio

• Cold Box Priority:

- Sauvignon Blanc, Monterey Chardonnay, Butterkissed Chardonnay, Pinot Grigio

• Preferred Adjacencies:



Best: 36+Cases

Core 4 SKU Priority - Year Round

Same as prior plus:

- Number 1 display location (high pass, high pause)
- All priority SKUs featured as applicable: Sauvignon Blanc, Chardonnay, Pinot Grigio, Butterkissed
- Displays >50 cases may incorporate secondary SKUs

DISPLAY STANDARDS – CUPCAKE CELEBRATORY

MANDATORIES FOR ALL DISPLAYS:

- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display
- No Additional décor (flowers, garland, etc.)



Good: 15+Cases

Focus OND - Spring

- Highly visible display location
- Appropriate size for account volume and footprint
- Any 2-3 priority SKUs featured as applicable



Better: 24+Cases

Focus OND - Spring

- Same as prior plus:
- Number 1 or 2 display location (high pass, high pause)
 - All SKUs featured if applicable



Best: 36+Cases

Focus OND - Spring

- Same as prior plus:
- Number 1 display location (high pass, high pause)
 - All SKUs featured if applicable

Retail Sales Standards:

- **SKU Prioritization:**
 - Prosecco, Moscato d'Asti, Prosecco Rose
- **Cold Box Priority:**
 - Prosecco, Moscato d'Asti, Prosecco Rose
- **Preferred Adjacencies:**



Display Standards

- The preference is incremental stand alone displays from base Cupcake – If not possible, co-merch is acceptable
- Mandatory: **PG** and **Chard** on every display
- All White SKUs are in the cold box
- Clean, merchandised displays that showcase the brand positively
- Pre-approved consolidator & RTP POS
- Brand approved POS (where allowed) on display
- No additional décor (flowers, garland, etc.)

Retail Sales Standards:

- **SKU Prioritization:**
 - Pinot Grigio, Chardonnay, Sauvignon Blanc, Rosé, Pinot Noir
- **Cold Box Priority:**
 - Pinot Grigio, Chardonnay, Sauvignon Blanc
- **Preferred Adjacencies:**
 - If there is a BFY section, brand block on the eye-level shelf.
 - If there is not a BFY section, set adjacent to base Cupcake SKU.



Good

15+Cases

50% PG, 50% Chard
Highly Visible Location
Appropriate size for account volume and footprint

Better

24+Cases

PG 50%, Chard 25%, SB 25%,
Same as prior plus:
Number 1 or 2 Display Location
(high pass, high pause)
All SKUs on display

Best

36+Cases

PG 30%, Chard 30%, SB 20%,
Rosé 10%, PN 10%
Same as prior plus:
Number 1 Display Location
(high pass, high pause)

DISPLAY STANDARDS

MANDATORIES FOR ALL DISPLAYS:

- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display
- No Additional décor (flowers, garland, etc)

Retail Sales Standards:

- **SKU Prioritization:**
 - Sweet Red, Peach, Watermelon, Berry
- **Cold Box Priority:**
 - Peach, Watermelon, Berry
- **Preferred Adjacencies:**



Good: 15+Cases
No more than 2-3 SKUs

- Highly visible display location
- Appropriate size for account volume and footprint
- Prioritize Sweet Red and Peach



Better: 24+Cases
3-4 SKUs

- Same as prior plus:
- Number 1 or 2 display location (high pass, high pause)
 - Acceptable to display all SKUs
 - Up to 75% Sweet Red + Peach



Best: 36+Cases
Must feature all 4 SKUs

- Same as prior plus:
- Number 1 display location (high pass, high pause)
 - All types and sizes on display
 - Up to 50% lead varietal Sweet Red
 - Up to 75% Sweet Red + Peach



SIGNATURE SWEETS

CUPCAKE MULTI-COLLECTION GUIDELINES

PRIORITIZE SEPARATE, INCREMENTAL DISPLAYS

IF MULTI-COLLECTION NECESSARY, PRIOTIZE BY PRICE (STILLS and/or LIGHTHEARTED and/or SIG SWEETS)

MAXIMUM OF 4 SKUs PER COLLECTION (LESS IS MORE)

IF CUPCAKE STILLS ON DISPLAY, SHOULD ALWAYS BE 2/3 OR MORE OF DISPLAY ALLOCATION



Good: 15+Cases

- Highly visible display location
- Appropriate size for account volume and footprint



Better: 24+Cases

- Same as prior plus:
- Number 1 or 2 display location (high pass, high pause)



Best: 36+Cases

- Same as prior plus:
- Number 1 display location (high pass, high pause)
 - All SKUs featured if applicable

Retail Sales Standards:

- **SKU Prioritization:**
 - Chardonnay, Sunset Blush, Chillable Red, Crisp White, White Zinfandel, Cab. Sauv.
- **Cold Box Priority:**
 - Chardonnay, Sunset Blush, Crisp White, Chillable Red, Pinot Grigio-Columbard
- **Preferred Adjacencies:**
 - Minimum of 75% Share of Shelf in the 5.0L section
 - Color banded from left to right
 - Price tier from Top to Bottom
 - Below Almaden
 - Where possible, place all other value, large format items on the bottom shelf.



Display Standards:

- Clean, merchandised displays that showcase the brand positively.
- Pricing and Brand approved POS (where allowed) on display
- Where applicable, display the top 6 varietals.
 - Chard, Sunset Blush, Chillable Red, Crisp White, White Zinfandel, Cab. Sauv.

GOOD



BETTER



BEST

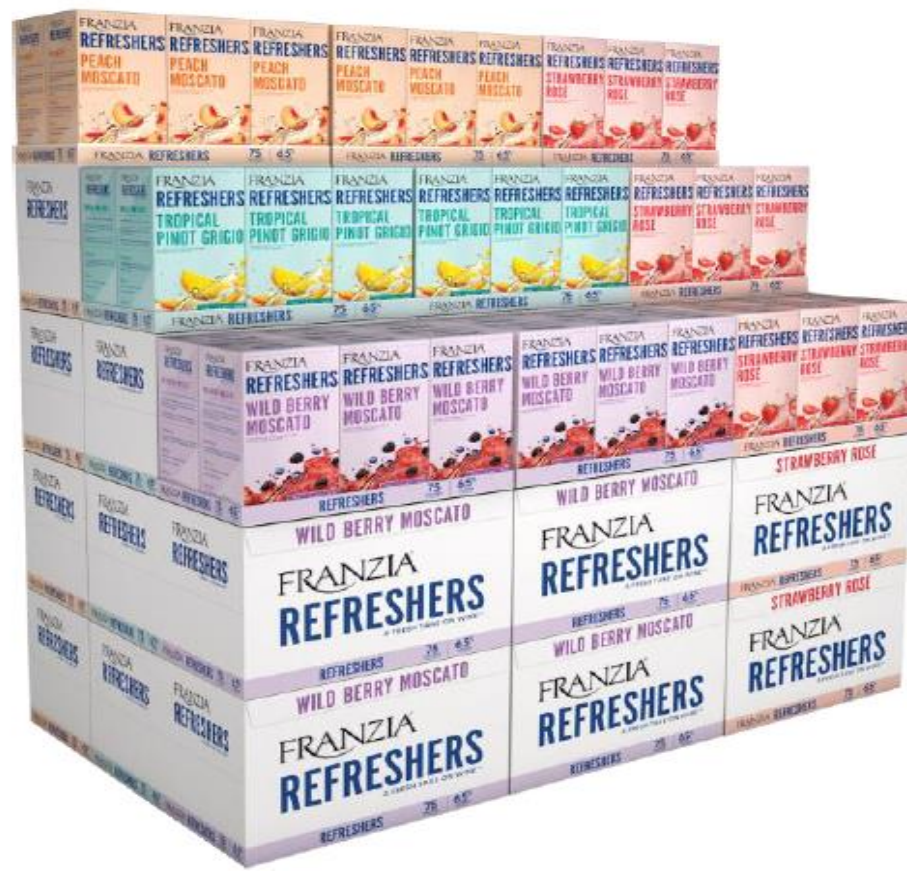


KEY SELLING FEATURES:

- THE WORLD'S MOST POPULAR WINE BRAND
 - 1 Unit sold every second in America.
 - A top 15 brand across all age demographics.
- Brand Purpose:
 - We're on a mission to bring good wine and good times to best Franz throughout every phase of their lives.
- Our Pitch in a Box:
 - Inside every box of Franzia is 5 bottles of really good wine. That means there's plenty of good stuff for everyone, wherever you want to take the party. And when you show up with 5 bottles in one gorgeous box, you're bound to make some Franz for Life!!!

Display Standards:

- Clean, merchandised displays that showcase the brand positively.
- Pricing and Brand approved POS (where allowed) on display
- No additional décor unless approved by brand team.
- Color Band Horizontally



Retail Sales Standards:

- **SKU Prioritization:**
 - Peach Moscato, Tropical Pinot Grigio, Strawberry Rosé, Wild Berry Moscato
- **Cold Box Priority:**
 - Peach Moscato, Tropical Pinot Grigio, Strawberry Rosé, Wild Berry Moscato
- **Preferred Adjacencies:**
 - Adjacent to Barefoot or Bota Breeze



Display Standards:

- Clean, merchandised displays that showcase the brand positively.
- Pricing and Brand approved POS (where allowed) on display
- Additional décor optimal but must tie into the brand messaging and current campaign.
- Lead with the top selling SKU's – Lime and Strawberry.

Retail Sales Standards:

- **SKU Prioritization:**
 - Lime, Strawberry, Mango, Watermelon, Peach, Paloma & Blueberry
- **Cold Box Priority:**
 - Lime, Strawberry, Mango, Watermelon, Peach, Paloma & Blueberry
- **Preferred Adjacencies:**
 - Jose Cuervo, Flybird, Uptown
 - Trade up, when available with 750ml to the left of 1.5L. Color Break, Brand Set.



GOOD: 50+ Cases

- Highly Visible Display Location
- Appropriate size for volume and footprint



BETTER: 150+ Cases

- Same as prior plus:
- Number 1 or 2 display location
 - Evergreen and/or campaign specific POS on display



BEST: 200+ Cases

- Same as prior plus:
- Number 1 display location (high volume/high visibility)
 - 5+ case vertical stack
 - Full array of flavor variety

Display Standards



Mandatories for all Displays:

- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display
- No Additional décor (flowers, garland, holiday decorations, etc) unless previously approved by the brand team or sale integration team
- Lead SKU White Zinfandel should ALWAYS be part of displays – 100% of small displays, at least 50% of larger displays



Good

- 5-10cs
- 100% White Zin

Better

- Same as prior plus:
- 20-25 Cases
- 50% White Zin
- 25% Pinot Grigio
- 25% Chardonnay

Best

- Same as prior plus:
- 40+ Cases
- 50% White Zin
- Balance a mix of Core Portfolio
- Pinot Grigio
- Chardonnay
- Cabernet Sauvignon
- White Merlot

Retail Sales Standards:

- **SKU Prioritization:**
 - White Zinfandel, Pinot Grigio, Chardonnay, Cab. Sauv., White Merlot
- **Cold Box Priority:**
 - White Zinfandel, Pinot Grigio, Chardonnay
- **Preferred Adjacencies:**



LEMONADE STAND AT MAIN & VINE



Display Standards:

- Clean, merchandised displays that showcase the brand positively.
- Pricing and Brand approved POS (where allowed) on display.
- No additional décor unless approved by brand team.
- Jointly display Lemonade Stand with Beringer Main & Vine, where possible.



Good

5-10cs

- LS@MV Case Stacks flanking BMV Display
- Feature both SKUs for launch; if limited space prioritize Lemonade Moscato



Better

10+ Cases

- Half Display LS@MV
- Feature both SKUs for launch; if limited space prioritize Lemonade Moscato
- Half Display BMV



Best

20+ Cases

- Independent LS@MV Display
- Feature both SKUs for launch; if limited space prioritize Lemonade Moscato
- Independent BMV Display

Retail Sales Standards:

- **SKU Prioritization:**
 - Both Sizes: Lemonade Moscato, Strawberry Lemonade Rose
- **Cold Box Priority:**
 - Lemonade Moscato, Strawberry Lemonade Rose
- **Preferred Adjacencies:**
 - As sets vary, merchandise next to sweet, fruit & flavored wines, wine cocktails & spritzers.

RECOMMENDED SHELF + COLD BOX PLACEMENT

AS SETS VARY: MERCHANDISE NEXT TO SWEET, FRUIT & FLAVORED WINES, WINE COCKTAILS & SPITZERS

750mL



1.5L



LEMONADE
STAND

Display Standards:

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- No additional décor. (flowers, garland, etc.)
- 50% lead varietal Pinot Grigio – focus on core priority SKU's.
- Co-brand in floral or cheese section



Good

- Highly Visible Display Location
- Appropriate size for account volume and footprint
- Incorporates brand's cause marketing partner Dress for Success
- 50% lead varietal PG

Better

- Same as prior plus:
 - Number 1 or 2 Display Location (high pass, high pause)
 - Emphasis on Pinot Grigio as Chloe Hero sku
 - 50% lead varietal PG
 - 25% of core varietals included

Best

- Same as prior plus:
 - Number 1 Display Location (high pass, high pause)
 - > 25% of core varietals included
 - 50% lead varietal PG
 - Call to action – custom labels

Retail Sales Standards:

- SKU Prioritization:
 - Pinot Grigio, Sauvignon Blanc, Pinot Noir, Chardonnay
- Cold Box Priority:
 - Chardonnay, Sauvignon Blanc, Chardonnay, Prosecco
- Preferred Adjacencies:



Display Standards:

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- No additional décor. (flowers, garland, etc.)



Good

- 3-6 Cases
- No More than two types (if one stack, then only 1 type)
- 50% Pinot Noir Minimum
- Highly Visible Display Location
- Appropriate size for account volume and footprint



Better

- Same as prior plus:
- 7-11 Cases
- 50% Pinot Noir Minimum
- Number 1 or 2 Display Location (high pass, high pause)
- All types on display



Best

- Same as prior plus:
- 12+ Cases
- Number 1 Display Location (high pass, high pause)
- All types and sizes on display
- >50% lead varietal Pinot Noir, 25% Cabernet, 25% Whites

Retail Sales Standards:

- **SKU Prioritization:**
 - Cabernet (Hero SKU), Pinot Noir, Chardonnay, Sauvignon Blanc
- **Cold Box Priority:**
 - Chardonnay, Sauvignon Blanc
- **Preferred Adjacencies:**

IMAGERY PREFERRED ADJACENCIES



Cabernet
Sauvignon



Pinot
Noir



Chardonnay



Sauvignon
Blanc

Display Standards:

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display

Retail Sales Standards:

- **SKU Prioritization:**
 - Cabernet (Hero SKU), Pinot Noir, Chardonnay, Sauvignon Blanc
- **Cold Box Priority:**
 - Chardonnay, Sauvignon Blanc
- **Preferred Adjacencies:**
 - Josh, Joel Gott (for all SKU's)



Good

- 3-6 cases
- Highly Visible Display Location
- Appropriate size for account volume and footprint
- No More than two types, if one stack then prioritize Cabernet



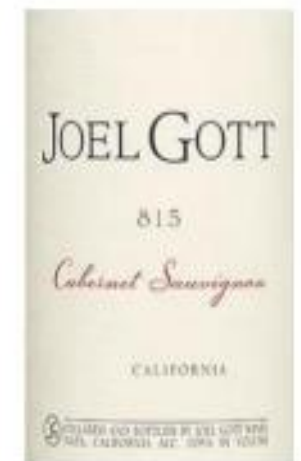
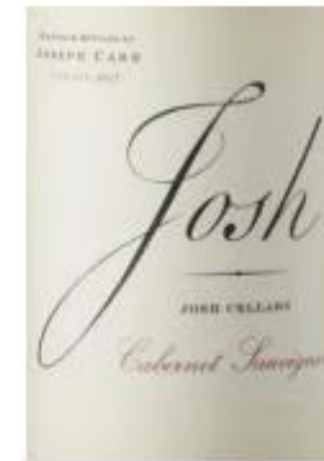
Better

- Same as prior plus:
 - 7-11 cases
 - Number 1 or 2 Display Location (high pass, high pause)
 - All types on display
 - 50% Cab Minimum



Best

- Same as prior plus:
 - 12+ Cases
 - Number 1 Display Location (high pass, high pause)
 - All types on display
 - >50% lead varietal Cabernet



Display Standards:

- Clean, merchandised displays that showcase the brand positively.
 - Lead with 50% Zinfandel/25% Cab/25% Red Blend
- Pricing and Brand approved POS (where allowed) on display
- No additional décor unless approved by brand team.
- Co-brand in chocolate or meat sections

Retail Sales Standards:

- **SKU Prioritization:**
 - Zinfandel, Cabernet Sauvignon, Red Blend
- **Cold Box Priority:**
 - N/A
- **Preferred Adjacencies:**



GOOD

- Highly Visible Display Location
- Appropriate size for account volume and footprint
- Showcasing score POS
- 50% or > Zin



BETTER

- Same as prior plus:
 - Number 1 or 2 Display Location (high pass, high pause)
 - All types on display
 - 50% or > Zin
 - Utilizing key display pieces



BEST

- Same as prior plus:
 - Number 1 Display Location (high pass, high pause)
 - All types and sizes on display
 - >50% Zin + 25% Flanker SKUs
 - Large, clean display utilizing key display POS

