



TWG MERCHANDISING STANDARDS 2025



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NRS TWG COLD BOX STANDARDS



TWG Top 12 Priorities:

- | | |
|-------------------------------|-------------------------------|
| 1. Cupcake Chardonnay | 7. Cupcake Pinot Grigio |
| 2. Cupcake Butterkissed Chard | 8. Cupcake MDA |
| 3. Cupcake Sauv Blanc | 9. Cupcake Lighthearted PG |
| 4. Chloe Pinot Grigio | 10. Beringer M&V Wht Zin 1.5L |
| 5. Cupcake Prosecco | 11. Imagery Chardonnay |
| 6. Chloe Sauv Blanc | |

1. 2 types every 4 feet
2. Does not include Corp Brands

TWG Top Cold Wines:

Chardonnay



Pinot Grigio



Sauv Blanc



Rosé



Sparkling



1.5L



Riesling

Seasonal



OFF-PREMISE EXECUTION STANDARDS

FOCUS MARKS/SKUs

- Pinot Noir 750ml
- Bright Pinot Noir 750ml
- Cabernet Sauvignon 750ml
- Chardonnay 750ml
- Bright Chardonnay 750ml
- Red Blend 750ml
- Pinot Noir 375ml

POD FOCUS VARIETALS/SKUs

All SKUs count towards distribution KPIs. Focus SKUs are intended to drive the greatest growth.

- Pinot Noir
- Chardonnay
- Cabernet Sauvignon
- Red Blend

COLD BOX PRIORITY

- Chardonnay 750ml
- Bright Chardonnay 750ml

SHELF STANDARDS

Better Shelf Position Than: La Crema

COMPETITIVE BENCHMARKS

- Decoy Cabernet Sauvignon
- La Crema Chardonnay
- Conundrum Red Blend

IRC/MIR GUIDELINES

COUPONS ALLOWED
✓ YES
GUIDELINES
Coupons only approved during key seasonal windows

PRIORITY CHANNELS

Liquor, Grocery, Club, eCommerce

TWG SUGGESTED PRICING GUIDELINES

Red 750ml

\$21.99 Shelf Promo, \$19.99 Ad, \$17.99 Floor

Red 375ml

\$14.99 Shelf Promo, \$13.99 Ad, \$12.99 Floor

White 750ml

\$19.99 Shelf Promo, \$17.99 Ad, \$15.99 Floor

BEST-IN-CLASS EXECUTION

DISPLAY MIX

- 65% Pinot Noir
- 15% Bright Pinot Noir and Bright Chardonnay
- 10% Cabernet Sauvignon
- 5% Chardonnay
- 5% Red Blend



MASTER BRAND DISPLAY & RETAIL STANDARDS



SKU PRIORITIZATION:

Elite 8 SKUs drive business &/or growth opportunity across the Portfolio

- Stills:** Sauvignon Blanc, Chardonnay, Pinot Grigio, Butterkissed Chardonnay
- Bubbles:** Prosecco, Mimosas*
- Low/No:** Lighthearted Pinot Grigio, Alc-Removed Sauvignon Blanc*

*Innovation SKUs



Good: 9-12 Cases

Any 3-4 Elite 8 SKUs

Must include 1 Low/No or Bubbly SKU
(1 must be innovation if in distribution)

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



Better: 12 -24 Cases

Any 4-5 Elite 8 SKUs

Include minimum 1 No/Low SKU and 1 Bubbly SKU
(1 must be an innovation SKU if in distribution)

Same as prior plus:

- # 1 or 2 display location (high pass, high pause)
- Use display pieces for program theme or flow for brand equity

MANDATORIES FOR ALL DISPLAYS:

- Stills should always have >50% share of display
- Clean, Merchandised Displays that showcase the brand positively
- Pricing and Brand Approved POS (where allowed) on display
- No Additional décor (flowers, garland, etc.)

COLD BOX PRIORITY:

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



Best: 25+

Any 5+ Elite 8 SKUs: Include minimum 1 No/Low SKU and 1 Bubbly SKU
(1 must be an innovation SKU if in distribution)

Same as prior plus:

- # 1 display location (high pass, high pause)
- If pricing dynamics allow, preferred integration of Prosecco
- Displays >50 should aim for all Elite 8 SKUs

MASTER BRAND PREFERRED ADJACENCIES: PRIORITY SKUs



STILLS

NEW ZEALAND SAUVIGNON BLANC



MONTEREY COUNTY CHARDONNAY



BUTTERKISSED CHARDONNAY



ITALIAN PINOT GRIGIO



PROSECCO



MIMOSA



LHT PINOT GRIGIO



ALC-REMOVED SAUVIGNON BLANC



BUBBLES

LOW / NO



Salsify TWG Catalog linked [HERE](#) for Cupcake Vineyards

CHOOSE JOY

DISPLAY & RETAIL STANDARDS

Retail Sales Standards:

- **SKU Prioritization:**
 - Top 6 SKUs: Chardonnay, Sunset Blush, Chillable Red, Crisp White, Pinot Grigio, Cabernet Sauvignon
- **Cold Box Priority:**
 - Chardonnay, Sunset Blush, Chillable Red, Crisp White, Pinot Grigio
- **Preferred Adjacencies:**
 - Minimum of 75% share of shelf in the 5L section
 - Color banded from left to right
 - Price tier from top to bottom
 - Where possible, place all other value, large format items on bottom shelf
 - Margarita & Spiked Lemonade: Ready to Serve/Drink Shelf Set



4L/5L Box Set



RTS + RTD Set

Display Standards:

- Clean, merchandised displays that showcase the brand positively
- Pricing and Brand approved POS (where allowed) on display
- Display any top 6 SKUs plus innovation SKUs



GOOD

- 4-6 cases
- Top SKU (Chardonnay)
- Visible Display Location
- Showcase Key POS



BETTER

- 8-12 cases
- Any Top 6 SKUs
- Visible Display Location
- Utilize Weekender Rack



BEST

- 44 cases
- Display Top 6 SKUs plus Innovation SKUs
- Visible Display Location
- Showcase Key POS

WOODBIDGE®

OFF-PREMISE EXECUTION STANDARDS

FOCUS VARIETALS/SKUs

- Core (1.5L)
- Core (750mL)
- Core (500ml Tetra)

POD FOCUS VARIETALS/SKUs

*All SKUs count toward distribution KPIs.
Focus SKUs are intended to drive the greatest growth.*

- 1.5L Chardonnay
- 1.5L Cabernet Sauvignon
- 1.5 Buttery Chardonnay
- 750ml Chardonnay
- 750ml Cabernet Sauvignon
- 1.5L Sauv
- 1.5L PG
- 1.5L PN
- 1.5L Merlot

SHELF STANDARDS

- **1.5L & 750ml:** Above Barefoot & Yellowtail, Adjacent to Sutter Home
- **500ml:** Adjacent to Black Box Go Packs
- **3L Box:** Adjacent to Bota Box
- **PET Cans:** Adjacent to Sutter Home

CO-MERCH/BUNDLING GUIDELINES

- To be assessed on a case-by-case basis

IRC/MIR GUIDELINES

COUPONS ALLOWED

✓ YES

GUIDELINES

Coupons must follow national guidelines. Submit out-of-guideline requests to Finance for review and approval.

PRIORITY CHANNELS

Independent Liquor, National/Regional Liquor, Grocery, Mass, Convenience, Dollar

TWG SUGGESTED PRICING GUIDELINES

1.5L: \$11.99 Shelf Promo,
\$10.99 Ad Promo, \$9.99 Floor Promo

750mL: \$7.99 Shelf Promo,
\$6.99 Ad Promo, \$5.99 Floor Promo

500mL Tetra: \$5.49 Shelf Promo,
\$4.99 Ad Promo, \$3.99 Floor Promo

3L Box: \$20.99 Shelf Promo,
\$19.99 Ad Promo, \$18.99 Floor Promo

4pk/187mL PET cans: \$8.99 Shelf Promo,
\$7.99 Ad Promo, \$6.99 Floor Promo



MUST WIN

WOODBIDGE®

BEST-IN-CLASS & RETAIL EXECUTION

Strategy & Guiding Principals

- Among **large formats**, prioritize **1.5L first**, then 750ml
 - Do not add 3L Box to 1.5L &/or 750ml Glass Displays as it will cannibalize sales of more profitable items
 - Only merchandise 3L Box if Core & NPD opportunities are not available, always add 500mls when possible
- Leverage merchandising to **bolster velocity on At-Risk varietals**
- Keep **price gaps in favor of 1.5L** when on TPR, Feature, Coupon
- Aim for **0 varietal overlap when showcasing multiple formats** to broaden reach and drive incrementality
- Among small formats, prioritize **500ml over 187ml**

Core Portfolio | Varietal Mix

- 45% Lead Varietals**
- 25% Medium Risk Varietals** (Fair/Bubble Rating, \$15-20 \$ Per Store/Week)
- 25% High Risk Varietals** (At-Risk Rating, <\$15 \$ Per Store/Week)
- 5% NPD Highlight** | *Moscato or Blush Chardonnay where available*

Core Portfolio | Format Mix

- 55% 1.5L
- 40% 750ml
- 5% 500ml Tetra Packs

Total Portfolio Mix

- 50% Core 1.5L
- 30% Core 750ml
- 10% Blush Chardonnay & Moscato
- 10% 500ml Tetra Packs



OFF-PREMISE EXECUTION STANDARDS

FOCUS VARIETALS/SKUs

- Cabernet Sauvignon (750ml)
- Bourbon Barrel-Aged Cabernet Sauvignon (750ml)
- Chardonnay (750ml)
- Buttery Chardonnay (750ml)

POD FOCUS VARIETALS/SKUs

*All SKUs count toward distribution KPIs.
Focus SKUs are intended to drive the greatest growth.*

- 750mL Cabernet Sauvignon
- 750mL Barrel-Aged Cabernet Sauvignon
- 750mL Chardonnay
- 750mL Buttery Chardonnay
- 750mL Pinot Noir
- 750mL Merlot

SHELF STANDARDS

- Best shelf position available
- Cabernet adjacent to Bogle/Dark Horse
- B-A Cabernet adjacent to Josh/ Ste. Michelle
- Chardonnay adjacent to Clos du Bois/ Ste. Michelle
- Buttery Char adjacent to Clos du Bois/ Dark Horse

COMPETITIVE BENCHMARKS

- Josh
- Bogle
- Clos du Bois
- Bread & Butter

COUPON GUIDELINES

COUPONS ALLOWED
✓ YES
GUIDELINES
Coupons must follow national guidelines. Submit out-of-guideline requests to Finance for review and approval.

PRIORITY CHANNELS

Premium Grocery & Mass,
National/Regional Liquor

TWG SUGGESTED PRICING GUIDELINES

Premium 750ml

\$11.99 Shelf Promo, \$9.99 Ad, \$7.99 Floor

Super Premium (Barrel-Aged) 750ml

\$13.99 Shelf Promo, \$12.99 Ad, \$11.99 Floor

1.5L

\$19.99 Shelf Promo, \$18.99 Ad, \$16.99 Floor

375mL

\$9.49 Shelf Promo, \$8.99 Ad, \$8.49 Floor

ROBERT MONDAVI®

PRIVATE SELECTION

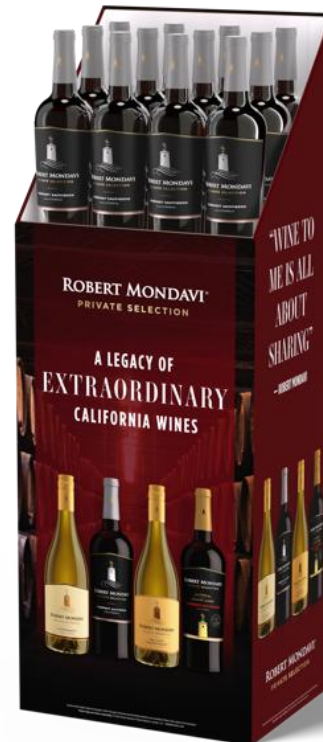
BEST-IN-CLASS RETAIL EXECUTION STANDARDS

DISPLAY MIX

- 25% Cabernet Sauvignon
- 25% Bourbon Barrel-Aged Cabernet Sauvignon
- 25% Chardonnay
- 25% Buttery Chardonnay

MERCHANDISING

- No current constraints on loyalty programs
- POS limited to Brand-approved tools as seen in National Ordering Windows and Boundless





OFF-PREMISE EXECUTION STANDARDS

FOCUS VARIETALS/SKUs

- Brut & Extra Dry (750ml)
- Mango Mimosa & Strawberry Mimosa (750ml)
- Brut & Extra Dry (1.5L)
- Brut & Extra Dry (187ml)

SHELF STANDARDS

Best shelf position available
BETTER SHELF POSITION THAN: André; Adjacent to Barefoot Bubbly

COMPETITIVE BENCHMARKS

- André, Korbel, Barefoot Bubbly, André Pineapple Mimosa, André Peach Bellini

FY26 EXECUTION PRIORITIES	REASONS TO BELIEVE
<ul style="list-style-type: none">• BRAND: Secure fair share of merchandising and display as #3 Sparkling brand• MIMOSA: Accelerate Mimosa leadership by expanding Mango Mimosa (Y2) and driving trial and distribution of NEW Strawberry Mimosa (Y1)• CORE: Close gap to André 750ml; maintain 1.5L dominance	<ul style="list-style-type: none">• #2 brand in Popular Sparkling Segment and #4 in Sparkling Category• Mango Mimosa #3 Growth Driver in Popular Sparkling Segment• Quality California Champagne since 1859• Increase in investment vs. FY25 to drive consumer pull

COUPON GUIDELINES

COUPONS ALLOWED
✓ YES
GUIDELINES
Coupons must follow national guidelines. Submit out-of-guideline requests to Finance for review and approval.

PRIORITY CHANNELS

Brut 750ml, Extra Dry 750ml,
Mango Mimosa 750ml, Strawberry Mimosa 750ml
Grocery, Liquor Superstore, Conventional Liquor,
Mass Merch, Club, Drug, Convenience
Brut 1.5L, Extra Dry 1.5L
Club, Grocery, Liquor, Mass Merch, Convenience
Brut 187ml, Extra Dry 187ml
Grocery, Liquor, Bar, Convenience

TWG SUGGESTED PRICING GUIDELINES

750mL
\$10.99 Shelf Promo, \$9.99 Ad, \$8.99 Floor
1.5L
\$14.99 Shelf Promo, \$13.99 Ad, \$11.99 Floor
1.5L Club
\$12.50 Shelf Promo, \$11.50 Ad, \$9.50 Floor
187mL 4-Pack
\$12.99 Shelf Promo, \$12.49 Ad, \$11.99 Floor

Cook's

BEST-IN-CLASS EXECUTION

DISPLAY MIX

- 40% Brut
- 40% Extra Dry
- 10% Mango Mimosa
- 10% Strawberry Mimosa



DISPLAY & RETAIL STANDARDS

CHLOE.

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.)
- Innovation items can be included in 12+ cs displays



Good: 6-9 cs

- 50% or > PG
- Visible Display Location
- Showcasing Key POS



Better: 12 - 15cs

- #1 or #2 display location (high pass, high pause)
- 50% or >, Pinot Griio
- 25% or >, Sauv Blanc/Pros



Best: 15+ cs

- #1 display location
- 50% or >, Pinot Grigio
- 25% or >, Sauv Blanc/Proseco
- Features other varietals Chardonnay & Pinot Noir

Retail Sales Standards:

- **SKU Prioritization:** Pinot Grigio, Sauvignon Blanc, Prosecco
- **Cold Box Priority:**
 - Pinot Grigio, Sauvignon Blanc, Prosecco, Chardonnay

PREFERRED SHELF ADJACENCIES



OFF-PREMISE EXECUTION STANDARDS



FOCUS VARIETALS/SKUs

- Chardonnay
- Cabernet Sauvignon
- Sauvignon Blanc
- Brightful Chardonnay

COLD BOX PRIORITIES

- Chardonnay (750mL)
- Sauvignon Blanc (750mL)
- Brightful Chardonnay (750mL)

SHELF STANDARDS

- Better shelf position than La Crema Sonoma Coast, Decoy, Ferrari-Carano

COMPETITIVE BENCHMARKS

- Chardonnay: La Crema, Butter
- Cabernet Sauvignon, Sauvignon Blanc: Decoy, Ferrari- Carano
- Brightful Chardonnay: K-J Low-Alcohol Chardonnay



CO-MERCH/ BUNDLING GUIDELINES

To be assessed on a case-by-case basis

IRC/REBATE GUIDELINES

COUPONS ALLOWED
✓ YES
GUIDELINES
Coupons must follow national guidelines

PRIORITY CHANNELS

Grocery, Liquor, Independents, Convenience (375ml only)

TWG SUGGESTED PRICING STRATEGY

Chardonnay, Sauvignon Blanc, and Brightful Chardonnay, 750ml

\$16.99 SRP, \$15.99 Shelf Promo,

\$14.99 Ad, \$13.99 Floor

Cabernet Sauvignon and Pinot Noir, 750ml

\$22.99 SRP, \$21.99 Shelf Promo,

\$20.99 Ad, \$19.99 Floor

Reds 375ml

\$14.99 SRP, \$13.99 Shelf Promo,

\$12.99 Ad, \$11.99 Floor

BEST-IN-CLASS & RETAIL EXECUTION

DISPLAY STANDARDS

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

DISPLAY MIX

- Chardonnay (50%), Cabernet Sauvignon (25%),
- Sauvignon Blanc (15%), Brightful Chardonnay (10%)



Good: 3-6 cases

- 50% Chardonnay
- Visible display location
- Showcasing key POS



Better: 9-12 cases

- 50% Chardonnay
- Visible display location
- Showcasing key POS

EST. 1876
SIMI

COLD BOX PRIORITIES

- Chardonnay (750ml), Sauvignon Blanc (750ml), Brightful Chardonnay (750ml)

PRIORITY CHANNELS

- Grocery, Liquor, Independents, Convenience (375ml only)



Best: 15+ cases

- #1 display location, high pass
- 50% Chardonnay, then Cabernet
- All varietals on display
- Utilizing key display pieces

Retail Sales Standards

SKU Prioritization + Adjacencies

#1 Chardonnay La Crema



#2 Cabernet Sauvignon Decoy



#3 Sauvignon Blanc Decoy



#4 Brightful Chard KJ Low Cal Chard



Display & Retail Standards

IMAGERY.
WINE COLLECTION

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
- Highly Visible Display Location
- Appropriate size for account volume and footprint
- No More than two types, if one stack then prioritize Pinot Noir



Better:

- 7-11 cases
- Number 1 or 2 Display Location (high pass, high pause)
- All types on display
- >50% Pinot Noir, then prioritize Cabernet



Best:

- 12+ Cases
- Number 1 Display Location
- All types on display
- >50% Pinot Noir, then prioritize Cabernet

SKU Prioritization:

- Pinot Noir, Cabernet Sauvignon, Chardonnay, Sauvignon Blanc

Independent Accounts:

- Street Art LTO: Ultra-Premium Cabernet Sauvignon

Cold Box Priority:

- Chardonnay, Sauvignon Blanc

Preferred Shelf Adjacencies:

Pinot Noir



Cabernet Sauvignon



Chardonnay



Sauvignon Blanc



Street Art LTO
Cabernet Sauvignon:



DISPLAY & RETAIL STANDARDS

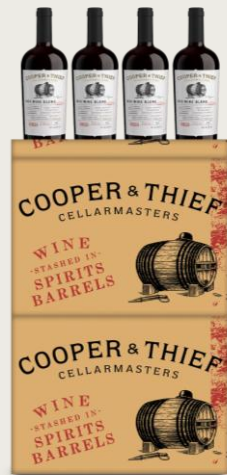
COOPER & THIEF[®]
CELLARMASTERS

Mandatories for all Displays:

- Clean, merchandised displays that showcase the Brand's Luxury equity: 100% Red Blend focus, only include Pinot Noir in large displays
- Pricing and Brand Approved POS (where allowed) on display

SKU Prioritization:

1. Red Blend
2. Cabernet Sauvignon
3. Pinot Noir



Good

- 3-6 cases
- 100% Red Blend
- Highly Visible Display Location
- Appropriate size for account volume and footprint
- Showcase flow paper POS



Better

- 6-9 cases
- 50% Red Blend & 50% Cabernet Sauvignon
- Number 1 or 2 Display Location (high pass, high pause)
- Utilizing case sleeves



Best

- 9-12 cases
- 75% Red Blend, 25% Cabernet Sauvignon
- Number 1 or 2 Display Location (high pass, high pause)
- Large clean display utilizing key display POS

LUXURY RED BLEND SET

Preferred Adjacencies:



LUXURY CABERNET SAUVIGNON SET

Preferred Adjacencies:



LUXURY PINOT NOIR SET

Preferred Adjacencies:



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
- Lead SKU Chardonnay should ALWAYS be part of displays – 100% of small displays, at least 25% of larger displays



Good

- 4 cases
- 100% Chardonnay



Better

- Same as prior plus: 8-16 cases
- 50% Chardonnay
- 25% Cabernet Sauvignon
- 25% Pinot Grigio



Best

- Same as prior plus: 20+ cases
- 25% Chardonnay
- Balance a mix of core portfolio:
 - Cabernet Sauvignon
 - Pinot Grigio
 - Red Blend

RETAIL SALES STANDARDS

- **SKU Prioritization:**
 - Chardonnay, Cabernet Sauvignon, Pinot Grigio, Red Blend
- **Cold Box Priority:**
 - Chardonnay, Pinot Grigio
- **Preferred Adjacencies:**
 - Black Box and Bota Box



Chardonnay

Cabernet Sauvignon



Pinot Grigio

Red Blend

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.
- Lead SKU White Zinfandel should ALWAYS be part of displays – 100% of small displays, at least 50% of larger displays



Good

- 3+ cases
- 100% White Zin



Better

- Same as prior plus: 12+ cases
- 50% White Zin
- 25% Pinot Grigio
- 25% Chardonnay



Best

- Same as prior plus: 20-25 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:**

Preferred Shelf Adjacencies – 750ml



Preferred Shelf Adjacencies – 1.5L

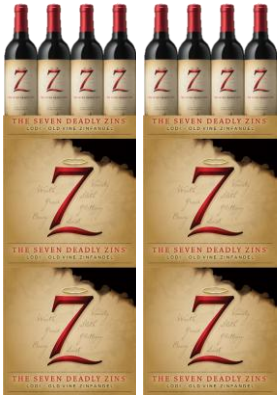


7 DEADLY



Display Standards

- Clean, merchandised displays that showcase the brand's Super Premium equity
 - Lead with 75%+ Zinfandel, majority of display
 - Opportunistically followed by Cabernet Sauvignon and Red Blend approximately 25% combined
- Pricing and brand-approved POS, if allowed, on display
- No additional décor, unless being leveraged during Halloween and builds in a premium, impactful way
- Co-brand in chocolate or meat section



Good: 3-6 cases

- 75% or more Zinfandel
- Visible display location
- Showcasing key POS

Better: 9-12cases

- #1 or #2 display location, high pass
- 75% or more Zinfandel
- Utilizing key display pieces

Best: 15+ cases

- #1 display location, high pass
- 75% or more Zinfandel
- Opportunistically, all varietals on display
- Utilizing key display pieces



Retail Sales Standards

SKU Prioritization + Adjacencies

#1 Zinfandel | Josh, Cline



#2 Cabernet | Josh, Francis Coppola



#3 Red Blend | Josh, Z Alexander





CONVENIENCE CHANNEL MERCHANDISING STANDARDS

2025 TWG Distribution Priorities & Merchandising Guidelines



Distribution Priorities By Store Type

Value

- **Heavy over-index under \$12**
- **Focus on Popular & Single Serve brand offerings**

Top 10 Priorities:

- | | |
|-----------------------------|-------------------------------|
| 1. Fuel Tiger's Blood 500ml | 6. Beringer M&V WZ 750ml |
| 2. Fuel Hard Punch 500ml | 7. Franzia Sunset Blush 1.5L |
| 3. Mad Dog Blue Razz | 8. Franzia Chillable Red 1.5L |
| 4. Mad Dog Mad Margarita | 9. Beringer M&V WZ 1.5L |
| 5. MD 20/20 Red Grape | 10. Franzia Chard 500ml |

Mainstream

- **Balanced assortment, split between Popular, Premium & Single Serve**

Top 10 Priorities:

- | | |
|-----------------------------|--------------------------|
| 1. Fuel Tiger's Blood 500ml | 6. Beringer M&V WZ 750ml |
| 2. Fuel Hard Punch 500ml | 7. Cupcake Sauv Blanc |
| 3. Mad Dog Blue Razz | 8. Cupcake Chard |
| 4. Mad Dog Mad Margarita | 9. Beringer M&V WZ 1.5L |
| 5. MD 20/20 Red Grape | 10. Franzia Chard 500ml |

Affluent

- **Focus on Prem/Prem+ Offerings in addition to Core Single Serve SKUs**

Top 10 Priorities:

- | | |
|-----------------------------|--------------------------|
| 1. Fuel Tiger's Blood 500ml | 6. Cupcake Chardonnay |
| 2. Fuel Hard Punch 500ml | 7. Chloe Pinot Grigio |
| 3. Mad Dog Blue Razz | 8. Cupcake Prosecco |
| 4. Mad Dog Mad Margarita | 9. Cupcake Mimosa |
| 5. Cupcake Sauv Blanc | 10. Chloe Prosecco 187ml |

**Priority Order May Vary Slightly Depending On Market Demographics*



Merchandising Guidelines

- **Prioritize Cold Box Placement for all White Wines & RTD's**
- **Follow All National Shelf Adjacencies, Cold & Warm shelf**

- **Make sure all mandated programming activity is executed: Displays, Racks, Promo signage, etc**

- **Ensure all TWG products are accurately priced at all points of purchase**

TWG COLD BOX STANDARDS



TWG Top Cold Wines: Convenience

Chardonnay



Sauvignon Blanc



Pinot Grigio



Rose



Riesling



Moscato



Wh Zin



NA



Sparkling



1.5L



Fruit Flavored



Single Serve



RTD





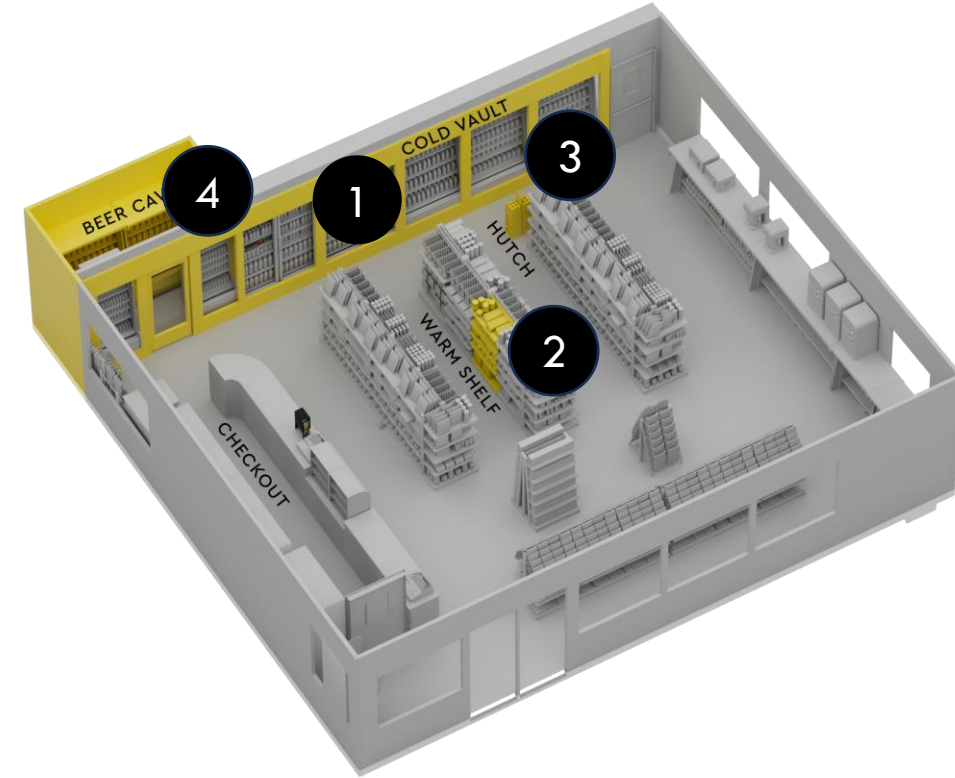
Convenience Channel Retail Standards

RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Tiger's Blood
 2. Hard Punch
 3. Margarita Rush
- **Preferred Adjacencies:**
 1. Beatbox
 2. Vibe by Vendage

MERCHANDISING GUIDELINES:

- **POS:** Match merchandising; All POS equal to competitor in store
- **Pricing:** Priced accurately at all points of purchase
- **Target:** 2/for's to promote velocity (better or equal to competition)



SURVEY STANDARDS:

1. Cold Box (Cold = Sold!)

POS: Suction cup shelves



2. Warm Shelf

POS: shelf talkers or wobblers



3. Display Near Cold Box

POS: hutch



4. Primary Display: Front of Store; Secondary Display: Beer Cave: 3-case Stack





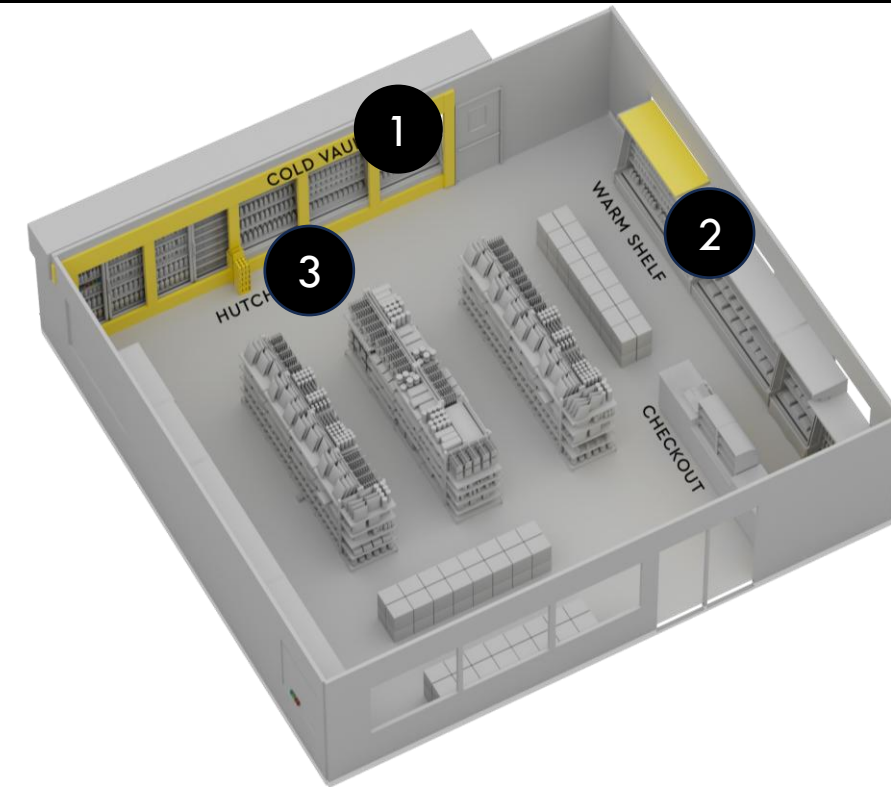
Independent Liquor Store Channel Retail Standards

RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Tiger's Blood
 2. Hard Punch
 3. Margarita Rush
- **Preferred Adjacencies:**
 1. Beatbox
 2. Vibe by Vendage

MERCHANDISING GUIDELINES:

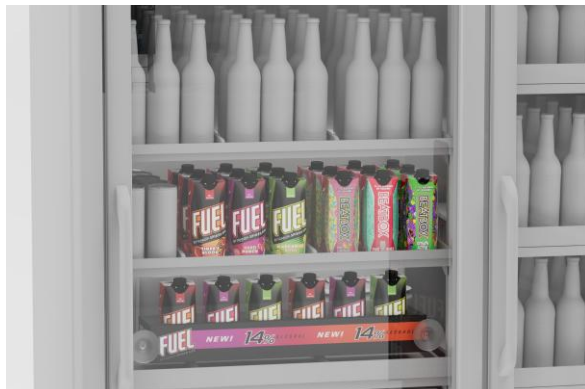
- **POS:** Match merchandising; All POS equal to competitor in store
- **Pricing:** Priced accurately at all points of purchase
- **Target:** 2/for's to promote velocity (better or equal to competition)



SURVEY STANDARDS:

1. Cold Box (Cold = Sold!)

POS: Suction cup shelves



2. Warm Shelf

POS: shelf talkers or wobblers



3. Display Near Cold Box

POS: hutch

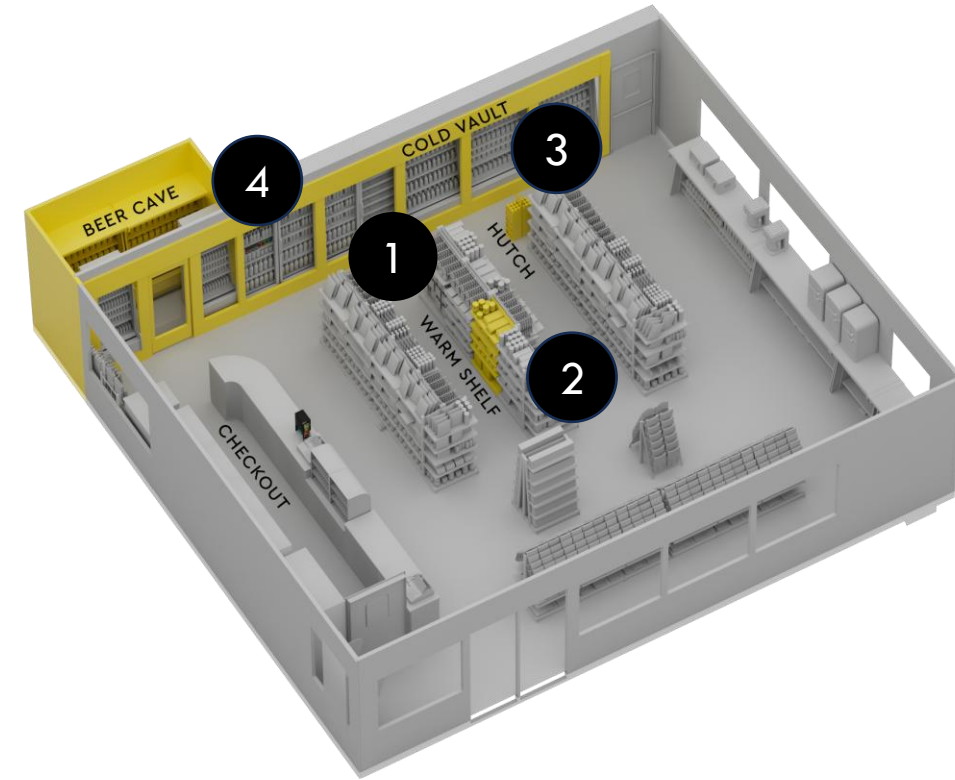


RETAIL SALES STANDARDS:

- **SKU Prioritization:**
 1. Bling Bling Blue Razz
 2. Mad Margarita
 3. Whipped Orange Cream
 4. Spiked Strawberry
- **Preferred Adjacencies:**
 1. Buzzballz
 2. Big Sipz

MERCHANDISING GUIDELINES:

- **POS:** Match merchandising; All POS equal to competitor in store
- **Pricing:** Priced accurately at all points of purchase
- **Target:** 2/for's to promote velocity (better or equal to competition)



SURVEY STANDARDS:

1. **Cold Box** (Cold = Sold!)
POS: Suction cup shelves

2. **Warm Shelf**
POS: shelf talkers or wobblers

3. **Display Near Cold Box**
POS: hutch

4. **Primary Display:** Front of Store; **Secondary Display:** Beer Cave: 3-case Stack

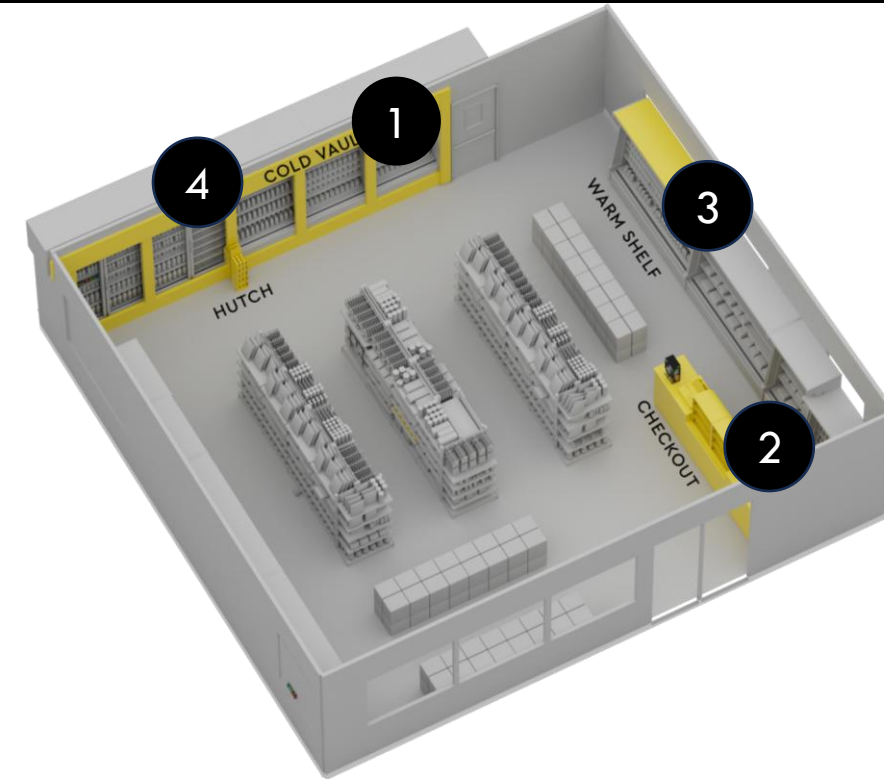


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SURVEY STANDARDS:

1. Cold Box (Cold = Sold!)

POS: Suction cup shelves

2. Checkout Counter

POS: Countertop unit

3. Warm Shelf

POS: shelf talkers or wobblers

4. Display Near Cold Box

POS: hutch



PERMANENT PLACEMENT

Adjacent to MD 20/20 Shelf Set

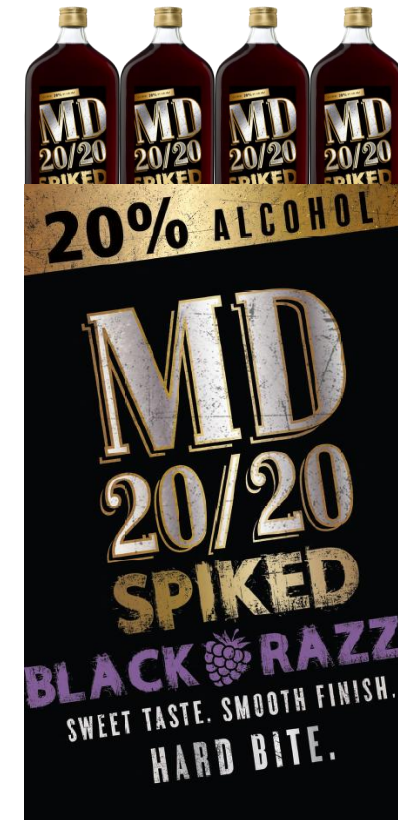
- Next to Orange Jubilee, Blue Raspberry or Banana Red
- As far away from Red Grape as possible



INCREMENTAL PROMOTION

3 Case Stack with Sleeve

If possible, next to Taylor Port display





INDEPENDENT RETAIL CHANNEL MERCHANDISING STANDARDS

INDEPENDENT RETAIL STANDARDS

	CORE				FLOOR		MORE	
	Focus	5L Space to Sales	Innovation Distribution	Single Serve	4 on the Floor	+1 Innovation	Cold Box	Price Management
Objective	Obtain 30 Priority Brand PODs per Account	Achieve 75%+ Space in 5L Section	Secure POS on all TWG Innovation in Account	Equal to or Better Than Competition: Display, Shelf, Coldbox, Counter, POS, Price	"The Ocho" Drive 4+ Meaningful Displays to the Floor	Speed to the Floor! Minimum 1 Meaningful Display of TWG Innovation	Execute 2 SKU per 4 Ft of Available Coldbox	TWG Pricing Standards Achieved & Aligned Across: Shelf, Coldbox and Display
Brands to Focus On	 CHLOE WINE COLLECTION  COOPER & THIEF CELLARMASTERS 7 DEADLY SUMMIT BERINGER MAIN & VINE.	<u>Category Leadership</u>  	Innovation Jan-Feb  Mar-Apr  May-Aug 	Small Format   	FRANZIA [®] OVER 100 YEARS OF WINEMAKING  CHLOE WINE COLLECTION  COOPER & THIEF CELLARMASTERS 7 DEADLY SUMMIT BERINGER MAIN & VINE.		FRANZIA [®] OVER 100 YEARS OF WINEMAKING  CHLOE WINE COLLECTION  BERINGER MAIN & VINE. INNOVATION 	

INDY RETAIL TWG COLD BOX STANDARDS



TWG Top 750ml Wines:

Chardonnay



Pinot Grigio



Sauv Blanc



Rosé



Sparkling



RTS



TWG Top Large Format Wines:

1.5L



3 L



5 L



TWG Top Single Serve Wines:

187ML



200ML



500 ML



1. 2 types every 4 feet
2. Does not include Corp Brands

ON-PREMISE CHANNEL MERCHANDISING STANDARDS

ON-PREMISE FOCUS/STANDARDS & MERCHANDISING

PRIORITIES

- Win in Golf/Country Clubs
- Regain OP Pinot Noir distribution and BTG placements
- Expand Chardonnay, Cabernet Sauvignon, Red Blend, and Bright Pinot Noir distribution and BTG placements
- Expand Pinot Noir 375ml offering and distribution
- Launch Meiomi Bright Chardonnay for betterment accounts

GROW		DINING	LODGING	CATERER	RECREATION	BAR
MAINTAIN	Pinot Noir 750ml					
	Core Reds 750ml Cabernet Sauvignon and Red Blend					
	Core Whites 750ml Chardonnay					
	375ml Pinot Noir and Cabernet Sauvignon					



POS AND PREMIUMS

Editable table tents are available on Global Brand Center.

TO BE AVAILABLE ON ORA
[ORA | The Wine Group](#)

MEIOMI wearables and premiums coming soon

ON-PREMISE FOCUS/STANDARDS & MERCHANDISING

PRIORITIES

DRIVE HIGH-QUALITY BTG PLACEMENTS	AMPLIFY BRAND CREDIBILITY	DRIVE VELOCITY
<p>Close competitive distribution gaps on focus SKUs</p> <p>Leverage Gatekeeper support with EXCLUSIVE Special Selects</p>	<p>Leverage history of female winemakers to promote brand authenticity and quality story</p>	<p>Leverage compelling, elevated premiums to drive consumer trial and Gatekeeper advocacy</p>

WINE LIST NOMENCLATURE

- SIMI Chardonnay, California
- SIMI Cabernet Sauvignon, California
- SIMI Sauvignon Blanc, California
- SIMI Brightful Chardonnay, Sonoma County



PRIORITY CHANNELS

Dining “A & B” Accounts Nationally

POS AND PREMIUMS

AVAILABLE ON BOUNDLESS
portal.boundlessnetwork.com/cbrands

SIMI wearables and premiums
coming soon

POS is regulated differently by market. Please confirm legalities with your FMM or consult AMPT legal team for compliance concerns.

ON-PREMISE FOCUS/STANDARDS & MERCHANDISING

PRIORITIES

GROW CORE 4	DISTRIBUTION PRIORITY	MENU PLACEMENTS & FEATURES	DRIVE TRADE ENGAGEMENT
Prioritize core 4 SKUs (CA Cab, BBA Cab, Chard, Buttery Chard)	Prioritize expanding distribution of core 4 SKUs (CA Cab, BBA Cab, Chard, Buttery Chard) with a focus on Buttery Chard and BBA Cab	Lead with core 4 SKUs with a focus on Cab Sauv and Chard	Wearables and premiums are available

WINE LIST NOMENCLATURE

- Robert Mondavi Private Selection Cabernet Sauvignon, California
- Robert Mondavi Private Selection Bourbon Barrel-Aged Cabernet Sauvignon, California
- Robert Mondavi Private Selection Chardonnay, California
- Robert Mondavi Private Selection Buttery Chardonnay, California



PRIORITY CHANNELS

Premium and Super Premium: Maintain current distribution in casual dining, lodging, catering, recreation, and bar

POS AND PREMIUMS

Editable table tents

TO BE AVAILABLE ON ORA

[ORA | The Wine Group](#)

RMPS wearables and premiums
coming soon

ON-PREMISE FOCUS/STANDARDS & MERCHANDISING

PRIORITIES

PRIORITIES
<ul style="list-style-type: none">DISTRIBUTION PRIORITY: Prioritize core SKU Brut 750ml, NPDs Mango Mimosa and Strawberry MimosaDRIVE DISTRIBUTION: Brut 750ml in dining, bar, recreation, leaning into brunch cocktail occasion—be consumers’ go-to sparkling “mimosa wine”

VARIETALS LIST NOMENCLATURE

- Cook’s Brut, California
- Cook’s Extra Dry, California
- Cook’s Brut Grand Reserve, California
- Cook’s Rosé, California
- Cook’s Spumante, California
- Cook’s Mango Mimosa, California
- Cook’s Strawberry Mimosa, California

PRIORITY CHANNELS

Dining, Recreation, Bar

POS AND PREMIUMS

Retractable Banner, Bottle Stopper,
Acrylic Chiller Bucket

TO BE AVAILABLE ON ORA

[ORA | The Wine Group](#)

COOK'S wearables and premiums
coming soon

WOODBIDGE®

ON-PREMISE FOCUS/STANDARDS & MERCHANDISING

PRIORITIES

- **Maintain 750ml & 1.5L Distribution** and \$ Share
- **Single-Serve:** Expand single-serve opportunities in recreation and concessions through 500ml and 187ml sizing
- **House Wine:** Execute Special Collection as part of house wine and catering strategy

WINE LIST NOMENCLATURE

Always: Woodbridge® [full varietal name]:
e.g., Woodbridge® Cabernet Sauvignon



PRIORITY CHANNELS

Casual Dining, Casual Bar, Low-End Recreation

POS AND PREMIUMS

Editable table tents are available on Global Brand Center.

TO BE AVAILABLE ON ORA

[ORA | The Wine Group](#)

WOODBIDGE wearables and
premiums coming soon