

Finca La Escondida



Printed Cases



Key Factors

Price Point

Finca La Escondida is aggressively priced and is an exceptional value for consumers. Volume pricing is available. The price point incentivises volume purchases for consumers.

Mendoza

Finca comes from the Mendoza wine region, it is the emblematic viticultural region of Argentina. Some of the vineyards are located at the highest altitudes in the world.

The Winery

The winery is recognized as one of the top eight wine producers in the world. Through all the companies bodegas they offer the largest selection of Argentinean wines in the world and have been awarded over 530 International awards and recognitions in 2016.

Customer Advantage

Volume Pricing

Finca La Escondida is strategically priced to drive sales volumes. With printed cases to build displays and promotions Finca is an profitable investment for any retailer, restaurant or event host.

Variety in Varietals

Finca La Escondida is available in 5 different Varietals. The top 5 international grapes are available under Finca La Escondida giving the consumers the perfect selection of wines. Finca is line priced.

Value

Finca delivers a much higher value than the pricing may consider, excellent wine relative to price point, with an attractive package and support and promotions to bring Finca to the forefront.

About Finca La Escondida



1. Volume Pricing
2. Variety in Varietals
3. Finca Value
4. Top 8 Winery

"Finca La Escondida comes from one of the top eight wineries in the world."

Finca La Escondida

SRP	Price	SRP
Cab Sauv	\$	\$7.99
Pinot Noir	\$	\$7.99
Malbec	\$	\$7.99
Sauv Blanc	\$	\$7.99
Chardonnay	\$	\$7.99