

Schlink Haus



Printed Cases



Key Factors

Originality

Schlink Haus is the original blue bottle. The Schlink Family has produced the blue bottle riesling for over 200 years coming from the Nahe in Germany. Wein-Bauer was the first to bring the blue bottle in the market over 30 years ago.

Brand Identity

Schlink Haus has built its own reputation for quality and value over the last 30 years. With persistent market support, promotions and never any price fluctuations, Schlink Haus has become one of the leading riesling in today market.

ibotta Support

Schlink Haus is available on ibotta (a digital rebate app) for consumers to earn cash back. The easiest and most modern platform for redemptions, where no work is done by anyone in the supply chain besides the consumer, ibotta and the winery.

Customer Advantage

Videos/POS

Schlink Haus has created an array of comedy short videos that can be micro marketed when needed. Videos can be found all over social media, youtube, just search "Schlink Haus". POS and other marketing support is also available.

Digital Rebate

Schlink Haus is available on the #1 lifestyle app, **ibotta**, where consumer have the ability to purchase Schlink Haus at any outlet (Restaurants, Grocery Store, Venue) and earn cash back on each purchase.

Price Point

Schlink Haus pricing as always been aggressive and competitive. In the last 30 years there have not been any price fluctuations, **Schlink Haus has not only been consistent in terms of quality but also pricing since entering the US market.**

About Schlink Haus



1. **ibotta Support**
2. **Original Blue Bottle**
3. **Consistent Pricing**
4. **Brand Identity/Impact**

"Wine doesn't have to be so complicated, just chill, pour and #DrinkSchlink"

Schlink Haus

SRP

	Price	SRP
Riesling/ Dornfelder	\$	\$9.99
Kabinett	\$	\$9.99
Spatlese	\$	\$10.99
Auslese	\$	\$11.99