

# Sound of Music Cuvee

## Printed Cases



## Key Factors

### The Name

The name says it all. A wine country that has put itself in the international conversation showing exactly the quality of production behind one the most famous stories ever told.

### The Wine

A wine from one of Austria's top wineries in Burgenland, Austria. This cuvee is a blend of mostly Riesling, Grüner Veltliner with small percentage of Muscat, Chardonnay, Pinot Gris, and Müller Thurgau. Outstanding quality.

### The Story

"The name "Sound of Music" portrays a storied legacy while capturing an iconic work of art within a bottle" Internationally renown as a true classic.

## Customer Advantage

### Excitement

The "Sound of Music is BRAND NEW to the market. The Blend is perfected in one of Austria's top-wineries, expressing the "Sound of Music" in a way never depicted before, so you can truly experience the story.

### Tasting Support

We are excited to introduce the Sound of Music for not only its international recognition but the style and quality of the wine itself, a wine that will have consumer singing for more!

### POS

We will have POS available to help build displays and creating attractive sackings to draw even more attention to the brand. Shelf talkers, back cards, printed cases etc.

## About The Sound of Music



1. BRAND NEW
2. International Brand Recognition
3. The Quality
4. POS

"We created a package that would grab consumers attention and a wine that would have them coming back

## Sound of Music

Price Structure

	Case	Bottle
Case 1	\$	\$
Case 5	\$	\$
Case 10	\$	\$