

Cepas Privadas



Printed Cases



Key Factors

Price Point

Cepas Privadas is an estate bottled wine for under \$10. Another exceptional value that has the ability and the pricing to be a profitable house BTG or a volume display off-premise.

Mendoza

Cepas 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

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

Variety in Varietals

Cepas Privadas is available in 5 different Varietals. The top 5 international grapes are available under Cepas Privadas giving the consumers the perfect selection of wines.. Cepas is line priced and all wines are estate bottled.

Value

Cepas delivers a tremendous value for consumers, an estate bottled limited edition for under \$10. Support available to increase value in the marketplace.

About Cepas Privadas



1. Volume Pricing
2. Variety in Varietals
3. Estate Bottled
4. Top 8 Winery

"Cepas Privadas comes from one of the top eight producers in the world."

Cepas Privadas

SRP	Price	SRP
Cab Sauv	\$	\$9.99
Pinot Noir	\$	\$9.99
Malbec	\$	\$9.99
Sauv Blanc	\$	\$9.99
Chardonnay	\$	\$9.99