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REFRESHINGLY STYLISH



- Fruit forward, easy drinking and delicious
- Ideal for warm weather Summer months
- Pairs perfectly with friends and fun

## KEY BENEFITS

- HobNob 2007 Chardonnay *Wine Spectator* 88pts, July 31, 2010
- Attractive \$9.99 - \$10.99 retail price point and \$8-\$10 BTG
- New-world packaging and taste profile is ideal for young wine drinkers ("Millennials")
- Chardonnay is 20% of all wine sold in the U.S.\*
- HobNob is the #11 French brand just 2 years after its launch and still growing at double digit rate\*
- Recipient of the Beverage Information Group's "Rising Star" Growth Brand Award in 2009

\*AC Nielsen FDL, latest 52 weeks ending 5/29/10



## NEXT STEPS

- Contact your Sales Rep to discuss your summer order and a full line of promotional and display materials
- Please refer to the Trade Materials section at [wjdeutsch.com](http://wjdeutsch.com) for additional Tech Sheets & Shelf Talkers

AT THE CENTER OF IT ALL.



HOBNOBWINES.COM