

TAKE A BITE OF THE
HALLOWEEN SALES WITH

THE NIBBLE

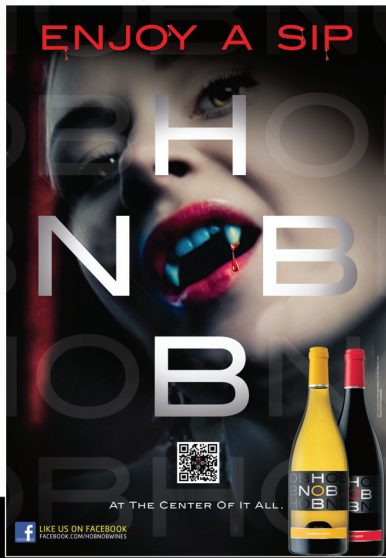


OCTOBER 2011, HOBNOB WILL BRING YOUR WINE PROFITS TO LIFE WITH AN EXCITING NEW HALLOWEEN PROMOTION TARGETED AT THE MILLENNIAL CONSUMER (AGES 21–33).

AS THE LEADING WINE BRAND AMONGST MILLENNIAL CONSUMERS, HOBNOB IS SURE TO ATTRACT HALLOWEEN PARTYGOERS, RESULTING IN INCREASED, JUICY WINE SALES!

OFF-PREMISE SUPPORT

CASE CARD
FOR 3-6 CASE STACKERS



BOTTLE
NECKERS



DISPLAY
TOPPER
FOR LARGE
CASE DISPLAY



PR & ON-PREMISE:
SPONSORSHIP OF PREMIER
HALLOWEEN EVENTS ACROSS
THE COUNTRY TO CREATE BRAND
NOISE AND DRAW CONSUMERS
TO THE OFF-PREMISE

f SOCIAL MEDIA:

FACEBOOK ADS DRIVE
CONSUMERS TO THE
HOBNOB FAN PAGE
FOR A CHANCE TO WIN
TICKETS TO LOCAL
HALLOWEEN EVENTS

*ALL CREATIVE IS NOT FINAL

THE SITUATION

Millennial consumers (ages 21-33) love getting together with friends to celebrate Halloween. In fact, 69% of Millennials actually dress up for fright night. Furthermore, 20% of all wine is consumed by this consumer segment and there are 55 million of them!*

THE IDEA

POS encourages consumers to make HobNob their wine of choice during Halloween. And since Millennials are such social creatures, HobNob has a unique opportunity to work its way into their Halloween hobnobbing parties and own Halloween the same way other brands own holidays, such as St. Patrick's Day and Cinco de Mayo.

HOW IT WORKS

OFF-PREMISE

- Bottle Neckers deliver \$2 in instant savings (IRC) on one (1) bottle of any HobNob varietal and a \$5 mail-in rebate (MIR) on the purchase of one (1) bottle of HobNob Chardonnay and one (1) bottle of any other HobNob varietal.**
- Dynamic Pole Topper/Display Enhancers capture the Halloween mood to draw in consumers.
- POS materials feature a fun, interactive QR Code, which, when scanned with a smartphone, leads consumers to a mobile site with exclusive HobNob Halloween content. They can interact with the brand and also enter for a chance to win the Ultimate Halloween Experience! (where legal)

BRAND PERFORMANCE HIGHLIGHTS

- In the extremely challenging French category, HobNob continues to grow in double digits: +31.7%**
- HobNob Pinot Noir is the fastest-growing French Pinot Noir: +42.8%**

KEY BENEFITS

- Increase your millennial wine sales during the Halloween season
- Offer your Millennial consumers attractive and unique wine offers
- Capitalize on the Halloween socializing habits of Millennials and vampire image trend
- Peak Halloween wine interest with displays featuring impactful and exciting POS materials

NEXT STEPS

Don't get tricked...treat yourself to some extra Halloween wine sales. Contact your local Distributor or WJD Sales Representative and place your HobNob wine order today!

Program In Market October 2011

Sources: *Nielsen Millennial Study 2010, **Nielsen, FDL, \$ Vol, L13wks, 2/5/11, ***Offer & materials subject to state restrictions.

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AT THE CENTER OF IT ALL.