

JELLY JAR

BRAND OVERVIEW

With deep roots in traditional California winemaking, Jelly Jar is reminiscent of a time when families crafted food-friendly wines to enjoy around the table - often out of jelly jars instead of wine glasses.

Raise a glass of Jelly Jar - a delicious, food-friendly, approachable wine to be shared with family and friends.

May your glass always be full!

KEY SELLING POINTS

- Red Blend is the #3 segment in wine overall with +17% growth*
- Jelly Jar gaining momentum, +110%*
- Bold, playful packaging has impactful shelf presence among competitive set


WINE STYLE

Fruit forward, juicy, approachable



* SOURCE: Nielsen, Total US Domestic Food and Drug/Liquor; Trailing 52 weeks ending 11.28.20

PRICING & BRAND STANDARDS

JELLY JAR	PRODUCT/VARIETAL
	<p>Red Wine</p> 
APELLATION	California
KEY COMPETITORS	Dreaming Tree, Josh, Apothic
SRP	\$12.99
WINE LIST GUIDELINES	Jelly Jar Red Blend

TARGET CHANNEL GUIDELINES	Premium Grocery	Mainstream Grocery	Value / Mass Club / Drug	Liquor	C-Store	Fine Dining	Upscale Casual	Family Casual	Hospitality
		X	X	X	X		X	X	X