

HERE BY CHANCE



BRAND OVERVIEW

Here by Chance encourages connection, spontaneity, and enjoying the moments of life when good things just happen. Inspired by the accidental discovery of Paso Robles, a region discovered by chance and cherished by choice, Here by Chance invites you to take the chance, say yes, and embrace the whims of fate.

KEY SELLING POINTS

- Developed with key consumer buying behavior in mind - luxury wine shoppers want emotional connection to the brands they support and purchase
- Packaging was deliberately designed to break the mold in the wine category and create intrigue with shoppers
- Here by Chance has DOUBLE the purchase motivation of Austin

REGION / WINE STYLE

- Sourced from the Adelaida, San Juan Creek, Estrella, and Creston districts in Paso Robles
- A blend of 76% Cabernet Sauvignon, 18% Petite Sirah, 6% Syrah
- Features the classic Paso Robles dusty tannins and deep blue fruit flavors

ACCOLADES

90
POINTS

WINEENTHUSIAST

91
POINTS

THE
tastingpanel
MAGAZINE



BRAND STANDARDS

CHANNEL STRATEGY

70% off premise with a focus on national chains, independents, and regional chains, 30% on premise with a focus on upscale casual dining

KEY COMPETITORS

Austin, Daou, The Honest Thief, Juggernaut, Postmark

SHELF STANDARDS

Placed within the Cabernet Sauvignon varietal set, adjacent to Daou where possible (no more than 3 facings away)

DISPLAY STANDARDS

3 case stacks using POS where possible

GOLD BOX

N/A

PROMOTIONAL TOOLS

Visit trade.wxbrands.com or contact your WX Brands sales person