

CREATE IN-STORE EXCITEMENT WITH  
THE NEW CASILLERO DEL DIABLO

# LEGEND PROGRAM



WINE  
LEGEND

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©2017 Executive Wine Company, Old Brookville, NY. CODEGS57 LAC Nielsen Total US XAGC-99-99+ price range, 26 weeks ending 9/10/16.


Great opportunity to generate excitement at point of purchase by offering consumers a chance to enter a contest and win a trip to Santiago, Chile. Highlight includes a tour of the wine cellars of Casillero del Diablo and a private wine tasting. Contest prominently displayed on POS.

## OPPORTUNITY

- Casillero del Diablo is the #1 premium priced reserve wine brand in the Chilean category with a 38.1% Share, 12% EQ Vol Growth and a 11% \$ Growth.<sup>1</sup>
- 88 points – *Wine & Spirits* (Cabernet Sauvignon 2014)
- Casillero del Diablo #6 World's Most Admired Wine Brand – *Drinks International*
- Concha y Toro – 2014 Winery of the Year, 2015 Value of the year and 2016 Top 100 winery – *Wine & Spirits* magazine.
- Concha y Toro – *Drinks Business* "2015 World's Most Powerful Wine Brand"

## SPECIAL CONSUMER CONTEST

Special consumer contest: Consumers can enter for a chance to win a 3-day getaway to Santiago, Chile by sharing a story about someone they personally know who they consider to be legendary. The nominated person has made an impact on the lives of others through acts of kindness, generosity or courage therefore making the person legendary. The grand prize includes round-trip airfare for two people to Santiago Chile, including a day visiting the winery at Casillero del Diablo and a private wine tasting; hotel stay for three nights, meals for three days and round-trip ground transportation to and from the airport in Santiago. A social media ad campaign will promote the contest among current and prospective consumers of Casillero del Diablo.

Consumers can share their stories on Casillero del Diablo's Facebook page ( /DiabloWine)

## SPECIAL PROMOTIONS (1/1/17 to 4/30/17)

- IRC: \$1.00 off one bottle of Casillero del Diablo
- MIR: Save up to \$12 on Casillero del Diablo  
Save \$2 on 2 bottles, \$6 on 4 bottles, \$12 on 6 bottles
- BevRage digital promotion: Save \$2.00 on one bottle of Casillero del Diablo

## POS ELEMENTS

A. Ceiling Dangler, B. Case Card, C. Bullseye, D. Case Talker,  
E. Bottle Neckers, F. Case Sleeve



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