

# LITTLE BLACK DRESS®

## *New Look*

ANYTHING BUT BASIC.

Little Black Dress Wines (LBD) has a new winemaker, and a new attitude reflected by a chic new set of labels: breaking the rules of convention, these wines have a fresh white-label look for whites and rosé, and a sophisticated black-label packaging for reds. LBD invites you to toast our new look with exciting consumer offers and head-turning displays.

### WINE OPINIONS CONSUMER STUDY<sup>1</sup>

- 57% of Millennials prefer new LBD Labels over the former packaging
- LBD New Labels scored better than Handcraft and Cupcake
- Price perception of New LBD Label is higher: 54% of respondents placed it in the \$10–12.99 range, while 33% listed it as \$13+
- Of the Top 4 Reasons to buy, the #1 motivation is, "I like the label design".

### OPPORTUNITY

- New LBD Label repositions the brand from the female segment to the growing Lifestyle segment
- The Lifestyle segment is growing, outpacing the Wine Category at +8% \$ Vol, representing 9.7% of Total Wine<sup>2</sup>
- LBD Reds are positioned to trend up, as Black Label Wines are outpacing the Total Wine Category by a rate of 5.8x for All Price Tiers, and 10.6x for the \$9-11 segment<sup>3</sup>

<sup>1</sup> Consumer Label Test conducted by Wine Opinions, 1/8/16 (n= 612, 40% respondents - Millennials)

<sup>2</sup> Nielsen Total US XAOC Dollar Sales 26 Wks Ending 12/05/15; Lifestyle segment includes 72 brands driven by packaging/brand/label

<sup>3</sup> Nielsen Total XAOC 26 wks ending 12/5/15; "Dark Label index" includes 23 popular brands featuring black or dark labels

### CONSUMER OFFERS All offers valid May 1 – August 31, 2016

#### SAVE ON LBD WINE

- **IRC** - \$1.00 off one (1) bottle of LBD Wine
- **MIR** – Save up to \$5.00 off any two bottle /\$2.00 off one (1) bottle of LBD Wine

#### FREE BEAUTY TREATMENT

- Treat Yourself and celebrate LBD's Makeover with a FREE beauty treatment compliments of LBD!
- Consumers get a \$25 discount code valid at local salons for a variety of beauty treatments: facial, haircut, pedicure & more!
- Offer limited to unique codes on back of bottle neckers and must be redeemed online at [www.MyWineRewards.com](http://www.MyWineRewards.com)

#### IBOTTA – EARN UP TO \$3.00 ON EXCELSIOR WINE BRANDS

- \$1 off any one (1) bottle of LBD Wines
- \$2 bonus off any one bottle of Frontera 1.5L, Casillero del Diablo, Trivento Reserve or Little Black Dress

Valid through July 12, 2016

#### POS

- A.** Case Cards/Talkers
- B.** FREE Beauty Reward Bull's Eye
- C.** IRC/MIR/FREE Beauty Treatment Bottle Fashion Neck Tags
- D.** IBotta BN
- E.** Case Sleeve
- F.** Cardboard Wine Rack



[www.lbdwines.com](http://www.lbdwines.com)