

NEW RELEASE 2016

FRONTERA AFTER DARK.

1. PRODUCT

AFTER DARK: MADE FOR THE NIGHT

- The night time is the right time.
- Our new creation **celebrates everything inspired by the night.**
- For whatever comes up after the sun comes down.
- From dinner parties to dance parties.
- Perfect for night life.
- **Targeting socially active adventurous consumers.**

NIGHT HARVESTED WINES

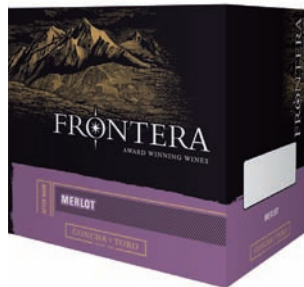
- **MORE QUALITY:**
Grapes harvested in the **cool of the night** for bolder flavors & aromas.
- **2 NEW COOL BLENDS:**
RED BLEND - Cabernet based late night sensation.
WHITE BLEND - Moscato based, inspired by the moon.



AFTER DARK
MADE *for* THE NIGHT

NIGHT HARVESTED
MADE *by* THE NIGHT

FRONTERA SHIPPERS



PACKAGING DESIGNED BY
TOP PACKAGING AGENCY
CF NAPA

#betterafterdark

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FRONTERA AFTER DARK.

2. REASONS TO BELIEVE

DARK LABELS ON FIRE:



+31% VS LAST YEAR

FRONTERA N°1 SOUTH AMERICAN BRAND



750 CATEGORY

+7% VS LAST YEAR (VALUE)

3. COMMUNICATION / ASSETS

● POS / MERCHANDISING

Shelftalkers



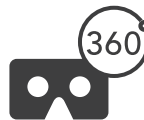
Shelftalkers



Casetalkers

● VIDEOS

NIGHT HARVESTED 360° - INNOVATION!!
www.frontera360.com



YOUTUBE: FRONTERACYT CHANNEL
<https://www.youtube.com/user/FronteraCYT>



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4. QUALITY / AWARDS



Frontera Cabernet Sauvignon



Frontera Chardonnay



Frontera Merlot

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