

# NEW!

# GEN5



## A Family Tradition for 5 Generations Passion, Quality with Outstanding Value Sustainable, Estate-Grown Wines

5 Generation of the Lange Family have worked the land in Lodi California since the 1870's. In partnership with Vino del Sol, we created GEN5, a line of sustainable wines of outstanding value.

## Introducing GEN5 Sauvignon Blanc

### The Situation:

*According to AC Nielsen 26 Weeks April, 2020:*

- Wine consumers are looking for quality and value under \$15
- Domestic \$10-\$15 price segment represents largest \$ share generating +10% growth latest 26 weeks
- GEN5 brand fueling +28% \$ sales growth latest 26wks outpacing 3x faster than price segment category
- GEN 5 brand lead by Cabernet (+28%) , Chardonnay (+30%) and Zinfandel (+59%)
- Domestic Sauvignon Blanc in \$10-\$15 represent largest \$ share generating (+17%) \$ growth latest 26 wks
- Domestic Sauvignon Blanc is the 2nd largest selling white varietal behind Chardonnay and 5th top selling varietal over-all.

### The Idea:

Capitalize on the growing Sauvignon Blanc trends by introducing a Sauvignon Blanc from Gen5. Sauvignon Blanc overall is +9.8% in volume nationally. Consumers are drinking domestic wines 3 to 1 over imports. GEN 5 provides a great opportunity in the domestic category for consumers looking for a crisp, refreshing wine that is an alternative to NZ Sauvignon Blancs.



FEATURE	BENEFIT
Certified Green by Lodi Rules and 100% Sustainable Vineyards	Appeals to people looking for wines that are environmentally friendly
Karen Birmingham Winemaker	Female led winemaking team
Mediterranean Climate with the Delta Breeze	Cools air to help keep wines crisp and fresh
Wine Profile: grapes picked at night, fermented cold	Bright, crisp, citrus, lemon lime, pineapple, guava, refreshing and clean
Screwcap closure	Ease of opening!
Growing category, Sauvignon Blanc, domestics growing at 17% \$	Alternative to NZ Sauvignon Blancs for people looking for domestic wines



**WINEENTHUSIAST**  
MAGAZINE

**89 points - BEST BUY!**

*"This crisp, light-bodied wine practically explodes with aromas of fresh herbs, citrus fruits and smoked meat. Tangy acidity and a clean finish add to its appeal."* - Jim Gordon



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