



ZOLO

Have you seen the Zolo Man?

Bodega Zolo located in Agrelo, Lujan de Cuyo, Mendoza is owned by Patricia Ortiz. All Zolo wines are estate-grown, sustainably farmed and characterized by structure, elegance and terroir. The wine-making team is led by Fabian Valenzuela and famed winemaker from Petrus Jean Claude Berrouet.

Zolo Unoaked Chardonnay

The Situation:

Chardonnay is the #1 selling varietal in the US today. Consumers looking for purer styles of wine have been making Unoaked Chardonnay's more popular than ever, versus the buttery, oaky style.

The Idea:

Capitalize on the market trends for authentic, highly rated, quality wines with a sense of place and terroir with Zolo Unoaked Chardonnay. TARGET Unoaked Chardonnay's currently in the market. Display and feature Zolo Unoaked Chardonnay to increase brand visibility and encourage take-away.



FEATURE	BENEFIT
100% Estate Grown & Sustainably Grown in Lujan de Cuyo, Argentina	Appeals to the growing trend and interest in how and where products come from
Celebrity Winemaker - Jean-Claude Berrouet of Petrus	Pedigree, quality
Screw-cap closure	Ease of opening!
#2 ranked Argentine Chardonnay in US , slightly behind category leader Catena	Revenue generator, proven sales record
Among fastest growing Argentine Chardonnay (+72%) latest 13wks and (+93%) latest 26wks	Growing Brand!
91pts James Suckling - ('19) Best Buy - Wine Enthusiast ('19)	Endorsed quality for your customers
Wine Profile: Bright, tropical fruits with a clean, crisp finish.	Great food wine. Compliments, not over-powers.

**Source: Nielsen Scan Track - Total US Food - 13wk/26wk ending 7/11/2020*

Merchandising for Visibility and Traffic!

- Shelf Talkers
- Case Cards
- Zolo Man Stand-Up Display

