



## 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 winemaking team is led by Fabian Valenzuela and famed winemaker from Petrus Jean Claude Berrouet.

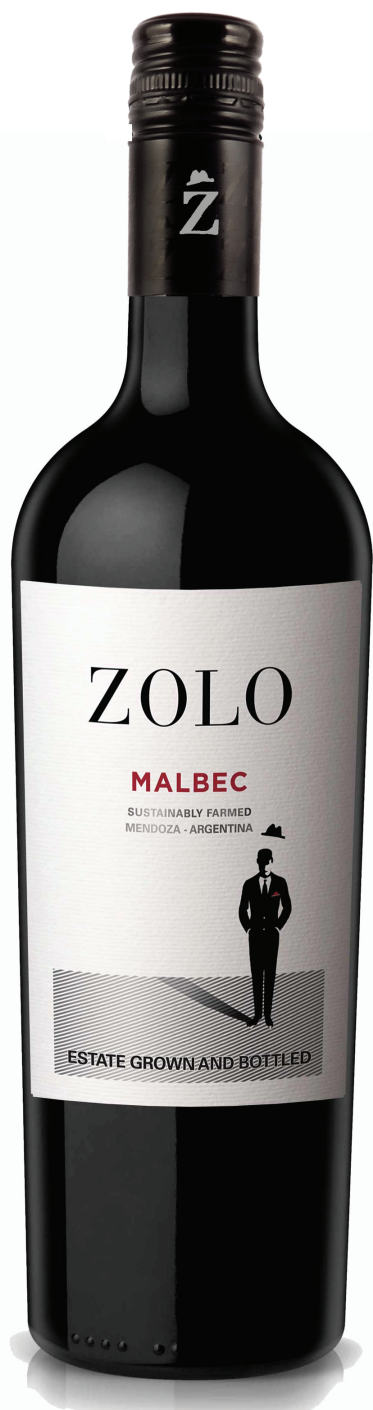
### Zolo Classic Malbec

#### The Situation:

Argentina is the leader in Malbec sales worldwide with a 90% global market share. Growth in the US is at +\$12 SRP and fueled by consumer demand for authentic, terroir driven High Altitude Wines. Zolo is a Top 10 ranked Argentine brand.

#### The Idea:

Capitalize on the market trends for authentic, highly rated, quality wines with a sense of place and terroir. Display and feature Zolo Malbec 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!
*Top 10 Argentine brand in \$11-\$14.99 price segment, growing 6%	Revenue generator, proven sales record
<b>92pts James Suckling</b> - ('17, '18 & '20) <b>Best Buy</b> - Wine Enthusiast ('20)	Endorsed quality for your customers
Wine Profile: Balanced, black-fruits, smooth tannins	Great food wine. Compliments, not over-powers.

\*Source: IRI Total MULO L52, 11.28.21

#### Merchandising for Visibility and Traffic!

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

## ZOLO

Malbec

### 92 Points!

-James Suckling ('20)

Berries, ash and violets on the nose...creamy tannins and a juicy finish. So much fruit and fine tannins. Really delicious.

### Top Value!

-Wine Spectator ('20)

www.vinodelsol.com

