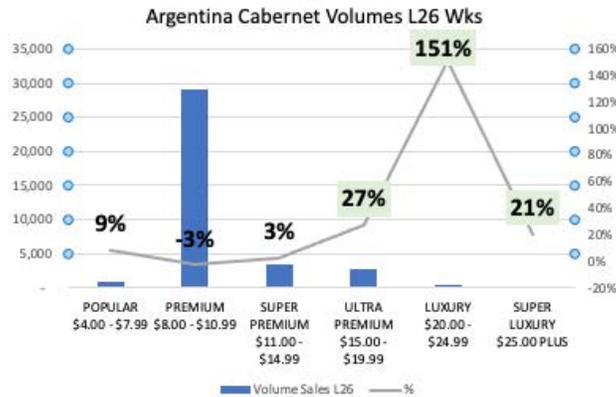


ARGENTINE CABERNET... THE DISCOVERY CONTINUES!

Vino del Sol is Your Trusted Source for Great Cabernet Sauvignon. Our award-winning portfolio is made of 90+ Rated Wines from Family Owned, Sustainably Farmed, Estate Grown wineries throughout Argentina.

The Trend:

Cabernet Sauvignon is the most popular Red Wine Varietal in the U.S and wine lovers want to discover Cabernets from other parts of the world! Argentina Cabernet growth in the \$15+ price tiers are outpacing the category growing in the double digits!



The Idea:

Argentina is more than Malbec and has never been about just one varietal. Cabernet is the #1 consumed varietal in Argentina and there are currently over 40,400 acres under vine. The idea is to promote the Vino del Sol portfolio of award-winning Cabernets, wines of superior quality that over-deliver.

The Goal:

Through Vino del Sols award-winning Cabernets, lets show the world that Argentina is a world-class producer of Cabernet that rivals other Cabernet producing countries!



FEATURE	BENEFIT
Argentina's Cabernets are growing 27%+ in the \$15 and higher price segments	The consumer is premiumizing - trading up to \$15+ price segments which means more opportunity for profit at retail
Vino del Sol was a 2020 Wine Star Award Nominee for Importer of the Year	Industry recognition for being ahead of industry trends.
Cabernet is the #1 selling red wine varietal in the United States	Consumers love Cabernet and want to discover alternative sourcing to California
All Vino del Sol wines are Terroir Driven, Estate Grown, Sustainably Farmed and Family Owned	YOU and your consumers can trust VDS to source products that over-deliver in value and purpose. This is our mission
Vino del Sol has more 90+ wines than any other importer of Argentine wines	Vino del Sol's Cabernets are highly regarded vintage after vintage!

*Source: IRI Last 26 weeks ending 10/4/20



www.vinodelsol.com . like/follow: vinodelsol