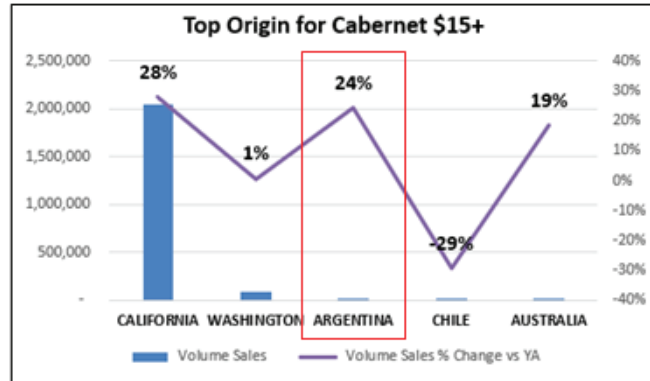


ARGENTINE CABERNET... THE DISCOVERY CONTINUES!

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 is the #3 largest country of origin for Cab \$15+, growing at a rate of 24%.



The Idea:

Argentina is more than Malbec and has never been about just one varietal. Consumers love Cabernet. Considering skyrocketing California Cabernet prices, Argentina is an opportunity for Cab lovers! 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
Cabernet is the #1 selling red varietal in the USA	Consumers love Cabernet and want to discover alternative sourcing to California.
Argentina is the #3 largest Appellation for Cabernet \$15+*	Consumers are starting to recognize Cabernet from Argentina - don't miss out on this emerging category!
Argentina's Cabernet are growing 24% in the \$15+ price segments*	Consumers are premiumizing - trading up to \$15+ price point which means more opportunity for profit at retail
Vino del Sol wines are Terroir Driven, Estate Grown, Sustainably Farmed and Family Owned	YOU and your customers can trust VDS to source wines 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 L5 2 Wks 3-21-21



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