

# Success Story

## Ste. Michelle Wine Estates



*The 6th*

BEVERAGE EXECUTIVE  
Symposium



# Fall Icon Wine Feature

Where - A national upscale casual dining chain with 65 units in 24 states.

Objective – Utilize a luxury brand with strong high-end appeal to create exceptional consumer value and drive significant incremental sales.

Program Details – Combine efforts between supplier partner and account to cross promote *Stag's Leap Wine Cellars*, an iconic wine brand, doing a “**1/2 Off Bottle**” **Feature** during the Fall months.

## Featured Wines

- *Artemis* Cabernet Sauvignon – wine list price of \$120 btl discounted to \$60 (\$15.95 BTG).
- *Karia* Chardonnay – wine list price of \$76 btl discounted to \$38 (\$9.95 BTG).

\*supplier partner along with distributor network provides special OSO pricing and QD's (where legal) during program period to lower NAP.



# Outcomes...

## Restaurant

- Provide exceptional value to guests.
- Trade up offering driving revenue and profit dollars.

## Supplier

- Establish co-branding synergy (QUALITY oriented *brand within the brand* appeal).
- Generate enhanced consumer trial and brand awareness.

## Both Partners

- Drive year-over-year incremental sales.



# Stag's Leap Wine Cellars Artemis & Karia “1/2 Off Bottle” Program Results

Program Dates: 9/18/13 - 11/23/13

Products: Artemis Cabernet Sauvignon & Karia Chardonnay

