

taste. reshaped.

After conducting comprehensive research throughout the United States, one result came through consistently, no matter where the research was conducted. People like it.

NEW BOTTLE



Block Top Finish with Capsule

Refined Diamond Label

Proprietary Diamond Footed Bottle



Shiraz



Merlot



Cabernet



Pinot Noir



Shiraz Cabernet



Cabernet Merlot



Grenache Shiraz



Chardonnay



Traminer Riesling



Pinot Grigio



Sauvignon Blanc



Riesling

Screw Top

perceptions. reshaped.

Through innovative, attention-getting displays, Rosemount will be highly visible at point of sale. These unique displays effectively position the brand as a stylish, accessible choice.



Rosemount Rack

Height: 5 ft. Capacity: 72 bottles (6 cases)
Weight: TBD Footprint: 18" x 18"



Trellis Display

Height: 6 ft. Capacity: 32-64 cases
Weight: TBD Footprint: 90"



Case Cards

Size: 12" x 18"
Package: 5/pack



New Pinot Grigio Elements

Case Card
Size: 12" x 18"
Package: 5/pack

Shelf Talker
Size: 3" x 5"
Package: 25/pack

Shelf Talker says:
America's Fastest Growing White Wine.
Now Available from Rosemount.



Vinyl Double-Sided Poster

Height: approx. 5 ft. Capacity: 32 cases
Weight: 5 lbs Footprint: 90"



Case Topper

Height: TBD Capacity: 12 bottles
Weight: TBD Footprint: approx 14" x 13" x 9.5"



Pole Topper

Height: 5 ft. Capacity: 32 cases
Weight: TBD Footprint: TBD



Deli Rack

Height: TBD Capacity: 6 bottles
Weight: TBD



Accolade Elements

Case Card
Size: 9" x 14"
Package: 5/pack

Necker
Size: 3" x 5"
Package: 25/pack



Coupon Neckers

Size: 3" x 5"
Package: 25/pack



standards. reshaped.

With over 100 reviews with 90 point ratings or higher, Rosemount has received unusually consistent critical acclaim for its category.

Rosemount is the #1 selling super-premium import, consistently driving profitable volume on all fronts.



winemaking. reshaped.

WINEMAKING PHILOSOPHY

Since the mid-1970's, Rosemount has established itself as one of Australia's leading wineries, producing a selection of wines that reflect the riches of the Australian climate combined with a firm dedication to winemaking excellence, innovation and style. Unprecedented commercial success and critical acclaim through the years bear testimony to our long-held tradition of making exceptional wines of consistent quality.



Top: Winemaker Charles Whish with the Jimmy Watson Trophy

Left: Winemaker Matt Koch in the McLaren Vale Vineyards

LAUNCH CALENDAR		SEP	OCT	NOV	DEC	JAN 07	FEB	MAR	APR	MAY	JUN	
TIMING	Shipments	Current Bottle	New Bottle/Pinor Grigio									
	Depletions	Current Bottle		New Bottle/Pinor Grigio								
POS	Merchandising							Easter Promotion				
COMS	Advertising										Relaunch	
	Public Relations										Consumer and Trade	

Rosemount varietals will soon elevate the Australian category to higher elegance and greater profitability. From a leading brand that people love and trust comes newly designed package that reflects a stylish choice. And as our new bottle stands out from the rest, Rosemount will become the wine of choice for people who wish to do the same.

taste. reshaped.

Welcome to the new Rosemount. With our groundbreaking bottle design and innovative merchandising, the Rosemount name will rise to new levels of recognition and profitability – both revitalizing the brand and reinvigorating your margins.



brand. reshaped.



standards. reshaped.

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