

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



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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winemaking. reshaped.

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

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