

Elevated Coravin In-Store Tasting Program



Increase visibility of tasting program in store to encourage consumers to try featured bottles while increasing Coravin demonstrations.

In-Store

- End Cap or Tasting Bar Placement
- Shelf Talkers, Bottle Stickers, Bottle Neckers
 - Signage

Digital

- E-Mail Blasts – Dedicated email about program and emblem on featured wines in emails not directly focused on the program
 - Website Integrations – Flag bottles on site that consumers could come in and try
 - Social Support

Try Me Kits for in-store support to include:

- 1 Try Me Kit Letter to explain what the kit is and how to set up the program
- 1 Case Study Sheet
- 1 Pack of 5 Shelf Talkers
- 1 Pack of 20 Bottle Stickers
- 1 Pack of 10 Bottle Necker
- 1 Easel Back Display

SHELF TALKERS



CORAVIN®

Try Wines with Coravin

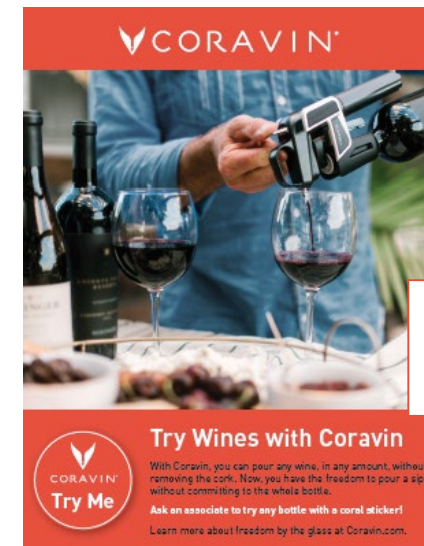
With Coravin, you can pour wine without removing the cork, so you can taste a sip without committing to the whole bottle.

Ask an associate to try any bottle with a coral sticker!

BOTTLE NECKERS



BOTTLE STICKERS



EASEL BACK DISPLAY