



SERIOUSLY GOOD. NO, SERIOUSLY.



- ★ Gun Bun Mountain Cuvée is a classic red blend from sixth-generation family winery Gundlach Bundschu
- ★ Sourced from our estate vineyard & top Sonoma vineyards to be plush and easy-drinking with balance, structure and affordability
- ★ Cabernet Sauvignon, Cabernet Franc and Merlot-based blend
- ★ A lush, smooth, fruit-forward red blend with minimal tannin but tons of character
- ★ Approachable yet structured, in a hot, hot category. In a 2012 Wine Opinions survey, those who consider themselves high-frequency wine drinkers chose red blends over zinfandel, merlot, syrah, sauvignon blanc and chardonnay—behind only cabernet and pinot noir

SERIOUSLYGOOD. RIDICULOUSLYAFFORDABLE 0.0% RESIDUAL SUGAR SRP \$20 APPELLATION: SONOMA COUNTY

TOP 3 most frequently consumed Cab Sauv Pinot Noir Red Blends

42% of all weekly wine purchases are at the \$10-\$20 pricepoint
*2012 Wine Opinions

Ronn Wiegand, Napa-based publisher and editor of Restaurant Wine, noted that he has “seen many more red blends in wine programs, especially by the glass, than ever before and especially those that wholesale for under \$160 a case.” He estimated that **“on-premise sales for this category overall are growing at 10 percent-plus per year—but in the moderate-priced category, they are growing at a major clip, around 20 percent per year.”**

—Winebusiness.com

HUGE OPPORTUNITIES

- ★ **SURGING GROWTH:** The red blend competitive set is up roughly 16.5 percent in dollars and 13.9 percent in units YOY, according to 2013 Nielsen data. The price for red blend products is also up. At an affordable-but-not-budget price point Mountain Cuvée, as a serious red blend for discerning wine drinkers and the novice alike, is primed to ride this consumer buying trend.
- ★ **BOLD, EYE CATCHING, SLEEK PACKAGE** with embossed seal, yet still classic to reflect the wine’s style and appeal to category buyers.
- ★ **WINEMAKER:** Crafted from vineyard-to-bottle by master blender and top cabernet winemaker Keith Emerson (Vineyard 29, Robert Craig).

ADDITIONAL RESOURCES PDF SALES TOOLS AT GUNBUN.COM/TRADE

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