

# WEBER®

THE GERMAN WINE AUTHORITY



## FEATURES

- German heritage cues in the package
- Contemporary appeal of the labels
- Light, well balanced wines
- Fruity, popular flavor profile

## BENEFITS

- Assurance of German quality & tradition
- Making German wines more friendly
- Extremely versatile and food friendly wines
- Ideally targets White Zinfandel drinkers

# Capturing a Contemporary Audience with a Traditional Classic

Based on extensive consumer research, Weber introduces a new branding strategy that leverages the strong equity of classic German wines with a look and feel that is distinctly modern.

- the German category is growing, led by the popularity of Riesling
- Weber's blue Riesling has enjoyed tremendous growth and is driving overall brand success
- The best of traditional methods and modern techniques (such as cool fermentation)

## Beautiful New Package Design

### German heritage cues

- glass color
- classic-style type font
- vintage art

### Contemporary appeal

- feminine look
- "lifestyle" back label copy
- the result of extensive consumer research with a younger target audience

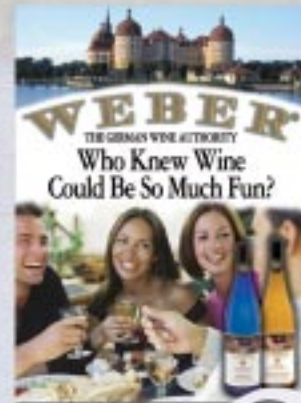
## A 40 year track record of success

Weber has delivered great wines and profitable performance for over 4 decades.

## The future looks better than ever...

- capturing consumer demand for a fruity, sweeter wine, that is more relevant today than White Zinfandel
- continuing to benefit from the growth of Riesling

## Ask Your Weber Sales Representative How YOU Can Profit from the Success.



Case Card



\$1 Rebate Necker



\$2/\$5 Rebate Necker

Brand Number	Item	Pack/Size	Proof	Case Weight	Tiers & Center	Cases/Pallet	Case Size	UPC Code	SCC Code
30414	750 ml Weber Liebfraumilch	12	20	30.00	4/14	56	L12.5 x W9.5 x H12.5	00086024041175	10086024041172
30424	750 ml Weber Piesporter	12	20	30.00	4/14	56	L12.5 x W9.5 x H12.5	00086024041519	10086024041516
30434	750 ml Weber Blue Riesling	12	20	30.00	4/14	56	L12.5 x W9.5 x H12.5	00086024041403	10086024041400
30444	750 ml Weber Zeller Schwarze Katz	12	20	30.00	4/14	56	L12.5 x W9.5 x H12.5	00086024041755	10086024041752
30415	1.5 L Weber Liebfraumilch	6	20	30.00	4/15	60	L12.5 x W8.25 x H14	00086024041199	10086024041196
30425	1.5 L Weber Piesporter	6	20	30.00	4/15	60	L12.5 x W8.25 x H14	00086024041502	10086024041509
30435	1.5 L Weber Blue Riesling	6	20	30.00	4/15	60	L12.5 x W8.25 x H14	00086024041410	10086024041417
30445	1.5 L Weber Zeller Schwarze Katz	6	20	30.00	4/15	60	L12.5 x W8.25 x H14	00086024041779	10086024041776