

SHEPPARD
Fruit Wines
FAMILY WINERY

Marketing Debrief

What are some exciting qualities of our wines?

- Our wines are handcrafted, non-grape varietals, using no artificial flavors or colors.
- The wines are consistent and of high quality, made in the same manner of a fine, grape wine.
- Each flavor has its own unique and appealing characteristics. Tart fruits are made in a Dry wine style, and sweeter fruits are made in a Semi-sweet style, with some in-between.
- Our bottles are clear glass to display the wine color and clarity, and have captivating, vintage graphic labels.
- The wines fulfill a beverage industry trend toward fruit-forward, adult beverages.
- We challenged the industry standard for Fruit Wines, being finished with ABV's from 12.5% to 14%.
- The wines are versatile having flavors robust enough for use in coolers and mixed drinks.

How do our wines fit into a contemporary wine selection?

- Our Fruit Wines fill a niche in wine selections by being made from produce other than grapes.
- They provide a quality choice for a wine that is easily acceptable, fruity and slightly sweeter.
- Fruit Wines are becoming more accepted and sought out, though not widely available.
- The unique yet familiar flavors appeal to novice and intermediate wine consumers.
- Sustainable winery and retail practices include using lightweight bottles made in the U.S.A., cork closures, kraft recycled bags and boxes, and use of local vendors for these and other supplies.
- It is a wine that is made for and can be enjoyed by everyone.
- Our wines can be categorized into one of several different shelf placements, being different than traditional Fruit Wines: Idaho; (PNW) Pacific Northwest; Local; and Boutique.

How to place an order for our wines, or receive more information:

Email us at the address below. We would like to help you place an order and answer your questions.

Thank you,

Jim and Julie Sheppard
Sheppard Fruit Wines

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