

SHEPPARD *Fruit Wines*

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:

Please use our Contact Forms on our website. We would like to help you place an order and answer your questions.

Thank you,

Jim and Julie Sheppard
Sheppard Fruit Wines

www.sheppardfruitwines.com