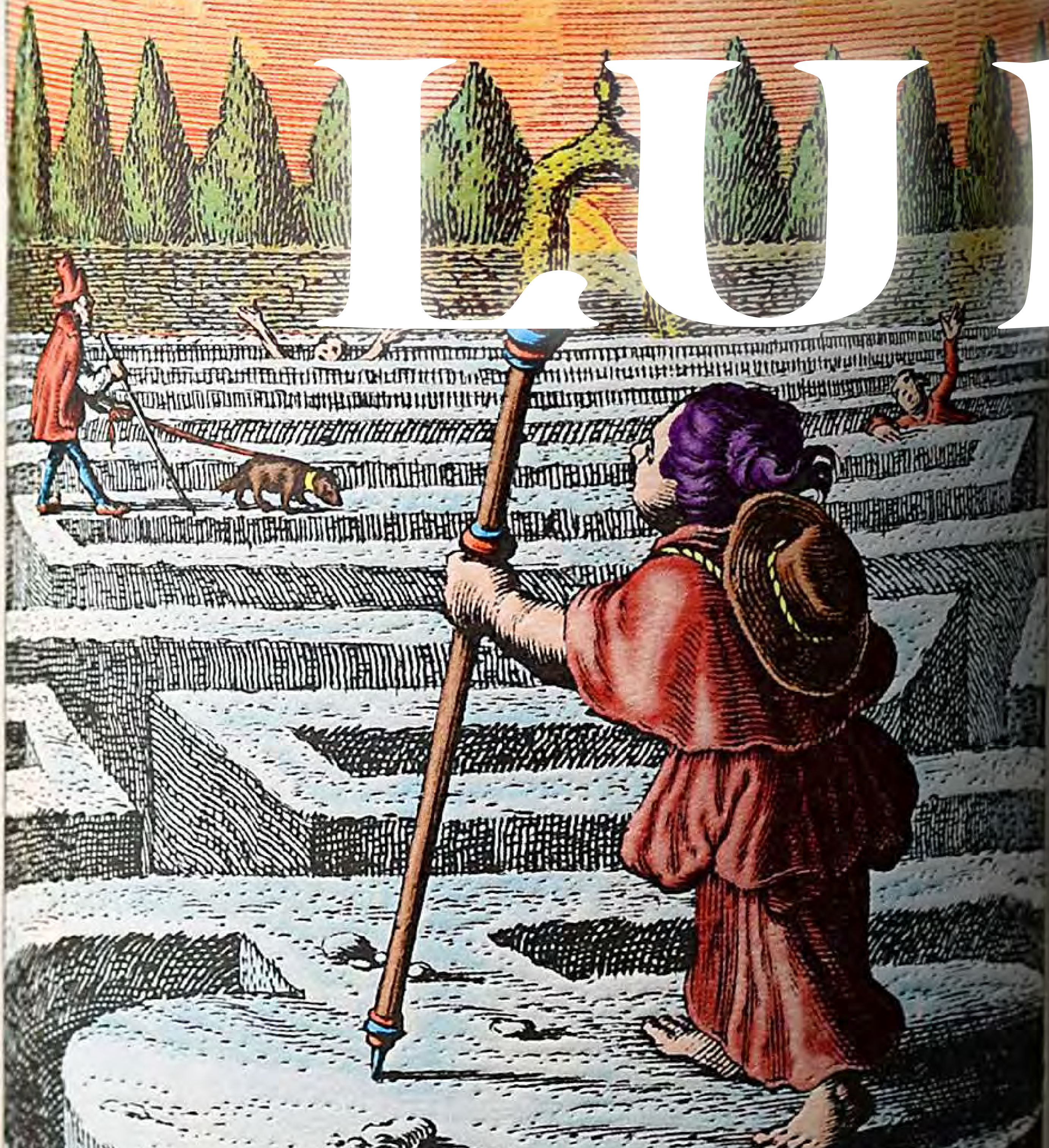


ILAPIS

IUNIA



OVERVIEW

Lapis Luna is a 20 year old wine brand. First wines released in 1999.

In July 2018 Lapis Luna was relaunched with new packaging, a new winemaking team, and a focused national price strategy.

This heritage wine brand has been transformed to feel young, relevant, and inspirational.





BRAND CONCEPT:

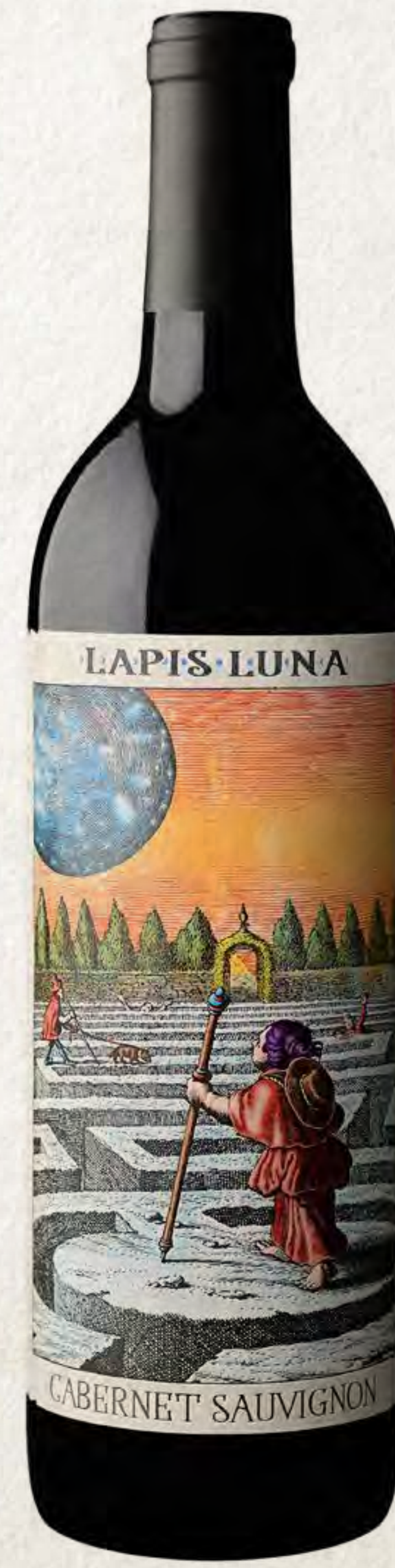
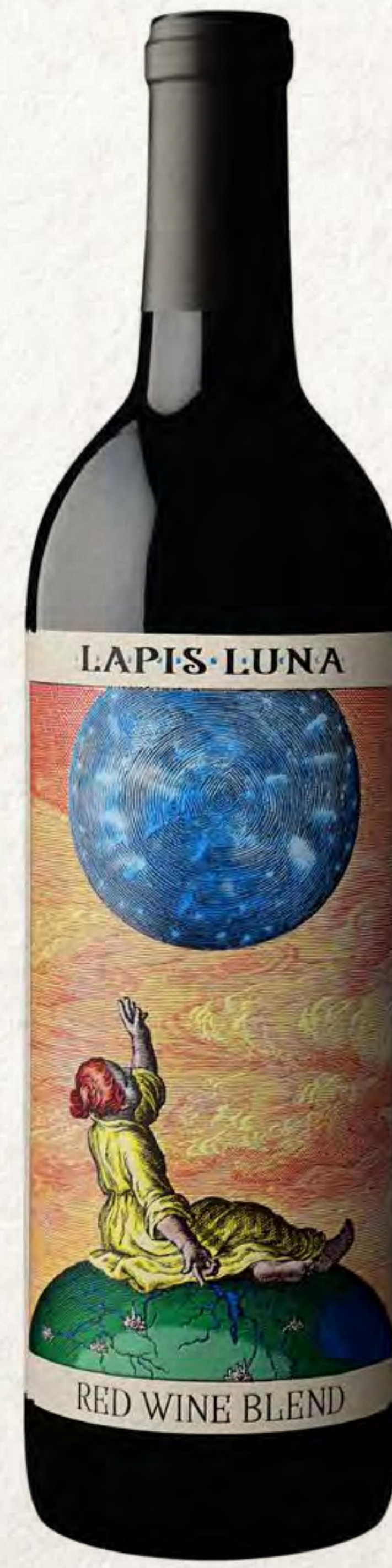
Inspire people to reach for the moon.

LABEL ARTWORK:

400 year old engravings from the early 1600s published by Herman Hugo. Hugo was born in Brussels. In 1624 he published the popular book *Pious Desires* containing engravings and emblems of love. In 1629 he died of the plague.

Each label shows a faceless hero reaching for the moon.

LAPIS · LUNA ·





WINE STYLE:

Consumer friendly. Smooth, round, fruit driven with minimal tannin and bright acidity.

SKUs:

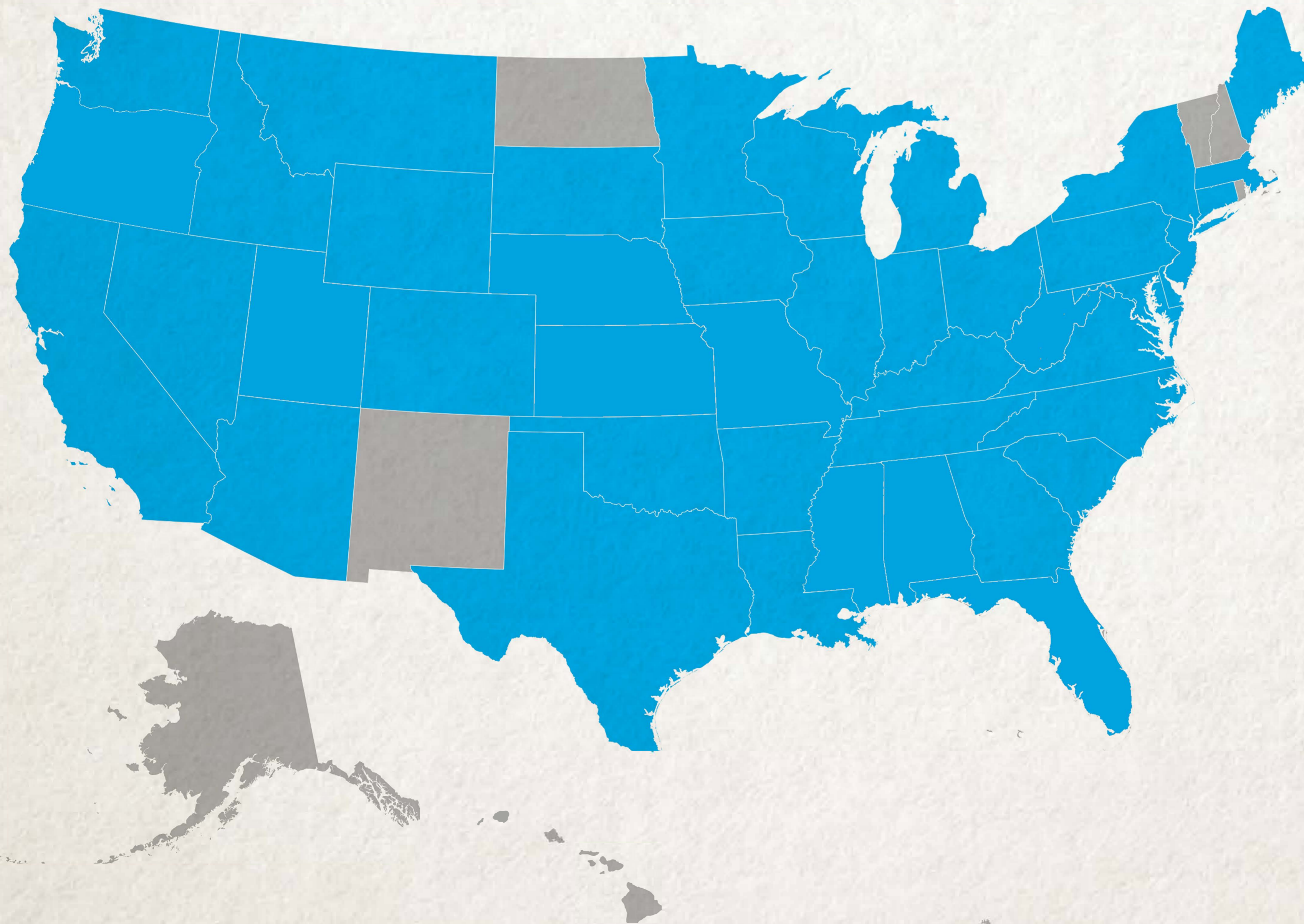
North Coast Sauvignon Blanc, Chardonnay,
Pinot Noir, Red Blend and Zinfandel.
Cabernet from Lodi

PRICE POINT (LINED PRICED):

\$12.99 MSRP

\$8 BTG

DISTRIBUTION NETWORK



ARIZONA
Action Wine
(480)661-3900

ARKANSAS
Central
(501)372-3158

CALIFORNIA
J&L Wines (Central CA)
(805)239-1377

Serendipity Wines (North & South CA)
(512)821-2105

COLORADO
Veraison Beverage Company
(720)245-3000

CONNECTICUT
Brescome & Barton
(203)239-4901

DC / DELAWARE / MARYLAND
Constantine Wines
(410)309-9463

FLORIDA
XXI Wine & Spirit
(786)502-8200

GEORGIA
Prime Wine and Spirits
(770)582-0115

IDAHO
JW Thornton
(208)726-3876

ILLINOIS
Pure Wines
(630)655-9190

INDIANA
Crossroad Vintners
(317)471-1038

IOWA
Okoboji
(712)336-3492

KANSAS
Handcrafted
(913)829-4500

KENTUCKY
River City
(502)933-0423

LOUISIANA
Mystic Vine
(318)792-5465

MAINE
Nappi Distributors
(207)887-8200

MASSACHUSETTS
Highland Wine Company
(978)258-2685

MICHIGAN
Imperial Beverage
(269)382-4200

MINNESOTA
Vinocopia
(612)455-4005

MISSISSIPPI
RNDC of Mississippi
(601)859-9000

MISSOURI
Grey Eagle Distributors
(314)429-9100

MONTANA
George's Distributing
(406)442-3980

NEBRASKA
RNDC of Nebraska
(402)339-9100

NEVADA
Vin Sauvage
(702)212-5600

NEW JERSEY
Fedway
(304)842-6231

NEW YORK
Empire Merchants North
(800)724-3960

NORTH /SOUTH CAROLINA
Advintage
(843)225-2005

OHIO
Tramonte & Sons
(513)770-5501

OKLAHOMA
Premium Brands
(405)947-4690

OREGON
Hand Crafted
(503)228-9450

PENNSYLVANIA
Breakthru Beverage
(267)960-0900

SOUTH DAKOTA
Okoboji
(712)336-3492

TENNESSEE
Lipman Brothers
(615)244-2230

TEXAS
Serendipity Wines
(512)821-2105

UTAH
Utah Department of Alcoholic Beverage Control
(801)977-6800

VIRGINIA
Robins Cellars
(804)346-5060

WASHINGTON (NW)
Dickerson Distributors
(360)676-1260

WASHINGTON
Prime Wine and Spirits
(253)872-4828

WEST VIRGINIA
North Central Distributors
(304)842-6231

WISCONSIN
Left Bank Wine Company
(608)838-8400

WYOMING
Wyoming Liquor Commission
(307)777-6451

2018 CABERNET SAUVIGNON
LODI, CALIFORNIA

LAPIS LUNA

THE PERFECT
TIME TO
START
NEVER
ARRIVES



DARK FRUIT



SMOOTH



BOLD



DENSE

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

ARTWORK: 400 YEAR OLD COPPERPLATE ENGRAVINGS COURTESY OF HERMAN HUGO, 1624
VINTED & BOTTLED BY LAPIS LUNA WINES, KING CITY, CA - ALC. 14.4% BY VOL. - CONTAINS SULFITES
LAPISLUNAWINES.COM

THE FULL PACKAGE

Most commercial back labels are boring. Lapis Luna back labels continue to story tell, further engaging customers.





COMPETTIVE SET

When you have a product that touches the hearts of consumers, it catches fire. Lapis Luna competes with value lifestyle brands, inspiring customers to reach for the moon



OPERATIONS

Winemaking in Ukiah, CA
(Mendocino County) and
Lodi, CA.

Bottling in Mendocino and Lodi.

Winemaker – Nicole Walsh is a star
winemaker with 23 vintages making wine.

She has an abundance of 90 plus scores
and is a respected leader in the
Women Owned Winery Movement.

ACCOLADES



**91 points, BEST BUY,
Wine Enthusiast**
Aug 2019 Issue
2018 Lapis Luna
Sauvignon Blanc

**90 points, BEST BUY,
Wine Enthusiast**
July 2019 Issue
2017 Lapis Luna North
Coast Zin

**BEST BUY, Wine
Enthusiast**
July 2019 Issue
2016 Lapis Luna Lodi
Cabernet



REACH FOR THE MOON

ON FACEBOOK+INSTAGRAM+lapislunawines.com

@lapislunawines