

Why all dressed up?



Off to a Grand Opening.
Call me a Cab!



INTRODUCING **NEW** 2012 PREDATOR CALIFORNIA CABERNET SAUVIGNON!

- 🐞 Cabernet sales remain strong, outpacing current percentage growth of total domestic table wine sales.¹
- 🐞 The Predator brand continues to enjoy rapid growth and distribution.²
- 🐞 Like Predator Zinfandel, Predator Cabernet is crafted to offer rich, intense and uniquely memorable flavors and aromas.
- 🐞 The Predator signature graphics and award-winning packaging³ will attract consumer attention and stimulate trial.
- 🐞 Distinctive shippers and point-of-sale materials create compelling floor displays.

**Double up for success with
Predator Cabernet Sauvignon
and Old Vine Zinfandel!**

1) Nielsen, 6/12/2014; 2) Predator fastest growing of top 10 California Zinfandels, Nielsen 52 weeks ending 3-29-14; 3) Gold Medal, 2014 SF Chronicle Wine Competition

