

# FAUST

2017 FACT SHEET

<b>MENU/SHELF NAMING</b>	FAUST Napa Valley Cabernet Sauvignon (2017)
<b>KEY SELLING POINTS</b>	<ol style="list-style-type: none"> <li><b>In-Demand:</b> Strong consumer demand, growing brand recognition, a well-earned reputation for quality.</li> <li><b>Focused and Differentiated:</b> Committed to making damn good Cabernet. An outlaw in a traditional category.</li> <li><b>Growing the Right Channels:</b> The #2 most popular restaurant Cabernet and #7 most popular wine brand (W+S 2019).</li> <li><b>Committed to Quality:</b> 2016 scored 94 PTS (James Suckling). Overall 90+ points score for 6 consecutive vintages.</li> </ol>
<b>TASTING NOTES</b>	Intense yet fresh with juicy blue and black notes. Notes of dark chocolate and dried herbs seduce the palate while silky tannins and lifting acidity leads to a layered and lingering finish.
<b>APELLATION</b>	Napa Valley
<b>WINEMAKING TEAM</b>	Winemaker - David Jelinek   General Manager – Jen Beloz
<b>WINEMAKING</b>	Aged in 100% French Oak, 30% New
<b>COMPOSITION</b>	79% Cabernet Sauvignon, blended with Merlot, Cabernet Franc, & Petit Verdot
<b>TARGET ACCOUNTS</b>	<ul style="list-style-type: none"> <li>- BTG at key steakhouses and image accounts with a focus on tableside magnum pours.</li> <li>- BTG at high velocity accounts (high foot traffic, tourism destinations, seasonal locations)</li> <li>- BTB at target list accounts (focus on penetrating eater accounts and lighthouse accounts equally)</li> <li>- Features in off-premise accounts that sell luxury wine in dense suburban and urban areas</li> </ul>
<b>PRICING</b>	FOB: \$400 // SRP: \$59.99 // BTG: \$33
<b>SHIPPING DATE</b>	July 18, 2019
<b>SGWS CIC CODE</b>	<b>12/750:</b> 948927 <b>6/1.5:</b> 948926 <b>12/375:</b> 944734
<b>UPC CODE</b>	<b>12/750:</b> 859369001254 <b>6/1.5:</b> 859369001261 <b>12/375:</b> 859369001247
<b>CLOSURE</b>	CORK
<b>FORMATS AVAILABLE</b>	750ML
<b>SELLING + DISPLAY TOOLS</b>	‘Acts of Faust’ Tasting Kits // Staff Training Kits // Wood Boxes // Cork Pulls
<b>ACCOLADES</b>	#2 Most Popular Restaurant Cabernet Sauvignon, #7 Most Popular Restaurant Wine