

January 4th – January 31st

ONLY \$24.99!

\$3.00 off/box or

\$12.00 off/case



BAREFOOT
WINE & BUBBLY

IN-TOE-DUCING BAREFOOT ON TAP

AT BAREFOOT, WE...

- Welcome Everyone
- Celebrate Community
- Love Who You Are
- Believe Life's More Fun When We're Together
- Embrace Wonder

WHY LARGE FORMAT?

1. Barefoot is the #1 wine brand in Canada within the 750ml format.¹
2. Barefoot leads in the wine category across multiple varietals including:
 - Barefoot Pinot Grigio is #1 in Canada, the 3rd biggest varietal across the country.²
 - Barefoot Moscato is #2 in Canada.
 - Barefoot Merlot ranks #8 across the country.
3. In the past year, consumption has shifted away from 1.5L and into larger 3-4L formats as consumers continue their quest for value.
4. 3-4L volume growth trends (+4.3%) outpaced total table wine category (1%) vs. LY.
6. Consumers consider Barefoot "Easy to drink", "A brand I trust" and delivers on "Good value for the money."

Merlot +802549 | Wholesale Price: \$27.99

Moscato +802546 | Wholesale Price: \$27.99

Pinot Grigio +802548 | Wholesale Price: \$27.99



1. MAT NAT total wine (all brands)
2. MAT NAT Table wine, Pinot Grigio, 750ml

barefootwine.ca

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PLEASE ENJOY RESPONSIBLY

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