

FOR THE HOLIDAY SEASON

The Perfect Gift!



SCHÖNMARKE *Limited Edition* **MERLOT VQA ICEWINE**

Premiumization - Icewine in a 'branded' wood box is a proven sales driver in retail. 'Merlot' has high name recognition and rare Red Icewines are aspirational for tourists and Millennials alike.

- **Flexibility** - a printed gift box within the wood box. Customer can gift the inner box and bottle and keep wood box.
- **Rich Taste and Rare** - a rich, intense dessert wine with luscious flavours of strawberry, black cherry and chocolate fudge. A rare Icewine! About 90% of Canadian Icewine is made from white grape varieties. 10% of production is red and those are mostly Cabernet Franc. Only 2% (or less) of red Icewines are made with Merlot grapes.
- **Travel Retail Exclusivity** - Not sold in Alberta airport duty free stores.
- **IN STOCK** at Connect Logistics now.

CSPC #787362

\$235.47 per 6/375 ml case