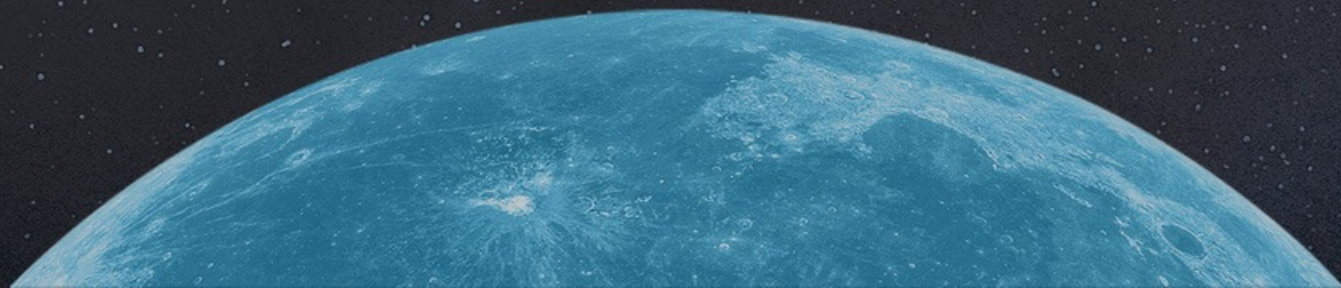


LAPIS LUNA

REACH FOR THE MOON





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.

The background of the entire page is a detailed engraving. It depicts a man in 17th-century attire, seen from the back, reaching his right arm up towards a large, textured sphere in the sky, which represents the moon. The man is standing on a rocky outcrop. In the background, there are trees and a small figure of another person. The entire scene is framed by a decorative, hand-drawn border.

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



LAPIS·LUNA



COMPETITIVE 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



Josh Cellars

SRP: \$14.99 - \$21.99

Current Offerings: Cab Sauv, Chard, Pinot Noir, Sauv Blanc, Red Blend, Prosecco, Rosé, Merlot, Pinot Grigio, and “Reserve” tier Cabernets from North Coast and Paso Robles.



Joel Gott

SRP: \$9.99-\$20+

Multiple tiers of offerings, from all over California, Oregon and Washington. Cabernet, Chardonnay, Merlot, Red Blends, Pinot Noir, Zinfandels, etc.



Apothic

SRP: \$8.99 - \$14.99

While different in winemaking style, Apothic plays more on branding with “Dark & Mischievous” themes, Lapis Luna will have a similar target consumer. Eye Catching labels, bold style personality, millennial demographic



WINE STYLE

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

SKUs

North Coast: Sauvignon Blanc, Chardonnay, Pinot Noir
and Zinfandel.

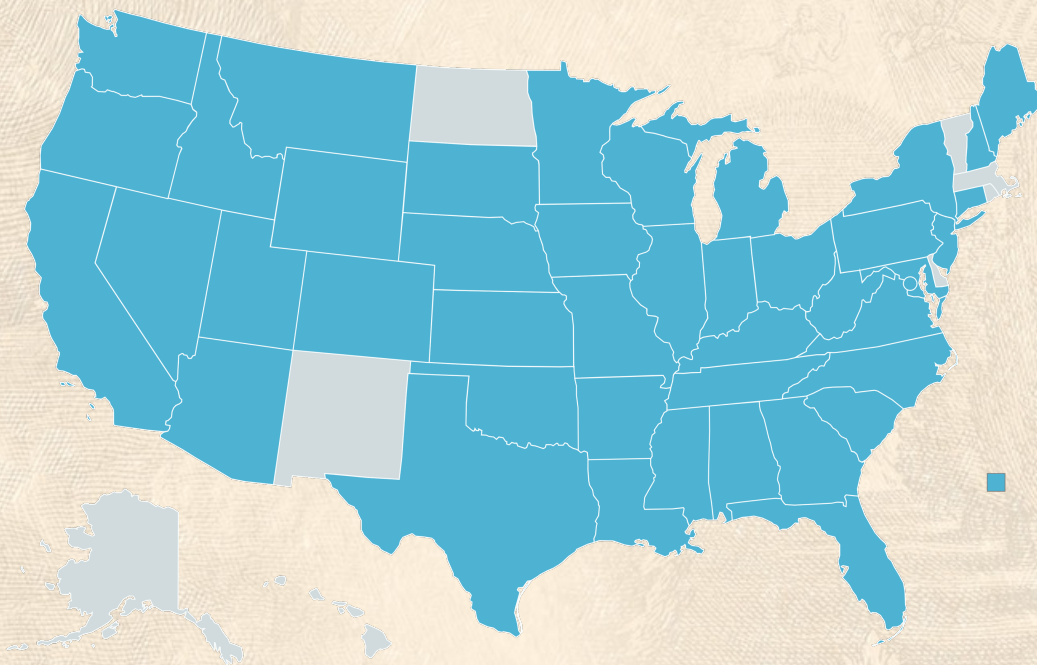
Lodi: Red Blend and Cabernet Sauvignon.

PRICE POINT

(LINED PRICE)

\$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

MICHIGAN Woodberry
(248)528-9463

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 HAMPSHIRE
Highland Wine Merchants
(740)837-7647

NEW YORK
Empire Merchants North
(800)724-3960

NORTH/SOUTH
CAROLINA
Advantage
(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

THE FULL PACKAGE AND POS

Most wine cartons and wine bottle back labels are boring. Lapis Luna packaging continues to story-tell, further engaging accounts and customers. Boxes serve as great display pieces.



2024 INITIATIVE: FLOOR DISPLAYS

Initiative details:

- Display incentive run in H1: top 25 markets
- Display POS options provided w/various quantities
- +14cs “floor display” (mix and match SKU – Lapis only)
 - \$500 payout per display
- End Caps / Stand-alone / Waterfall / Pole Topper
- Calendaring incentive based around these displays





ABOUT THE WINE

Winemaking in Ukiah, CA (Mendocino County) and Lodi, CA. Winemaker – Nicole Walsh is a star winemaker with 23 vintages making wine, including nearly two decades in California and New Zealand as winemaker and vintner for the iconic Bonny Doon Vineyard and Churton Wines in Marlborough. She has an abundance of 90 plus scores and is a respected leader in the Women Owned Wineries Movement. Nicole's passion is making wines that are true to their terroir.

ACCOLADES



AUG 2019
91
POINTS
BEST BUY

LAPIS LUNA
2018
SAUVIGNON
BLANC



JULY 2019
90
POINTS
BEST BUY

LAPIS LUNA
2017
NORTH COAST
ZINFANDEL



JULY 2019
BEST
BUY

LAPIS LUNA
2016
LODI
CABERNET





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On Facebook and Instagram:

@lapislunawines

• REACH FOR THE MOON •