

## CANNED HOP-FLAVORED WINE BY:

*Plata*  
— WINE PARTNERS —



# CRAZY LEGS

Hop-Infused Red and White Wine

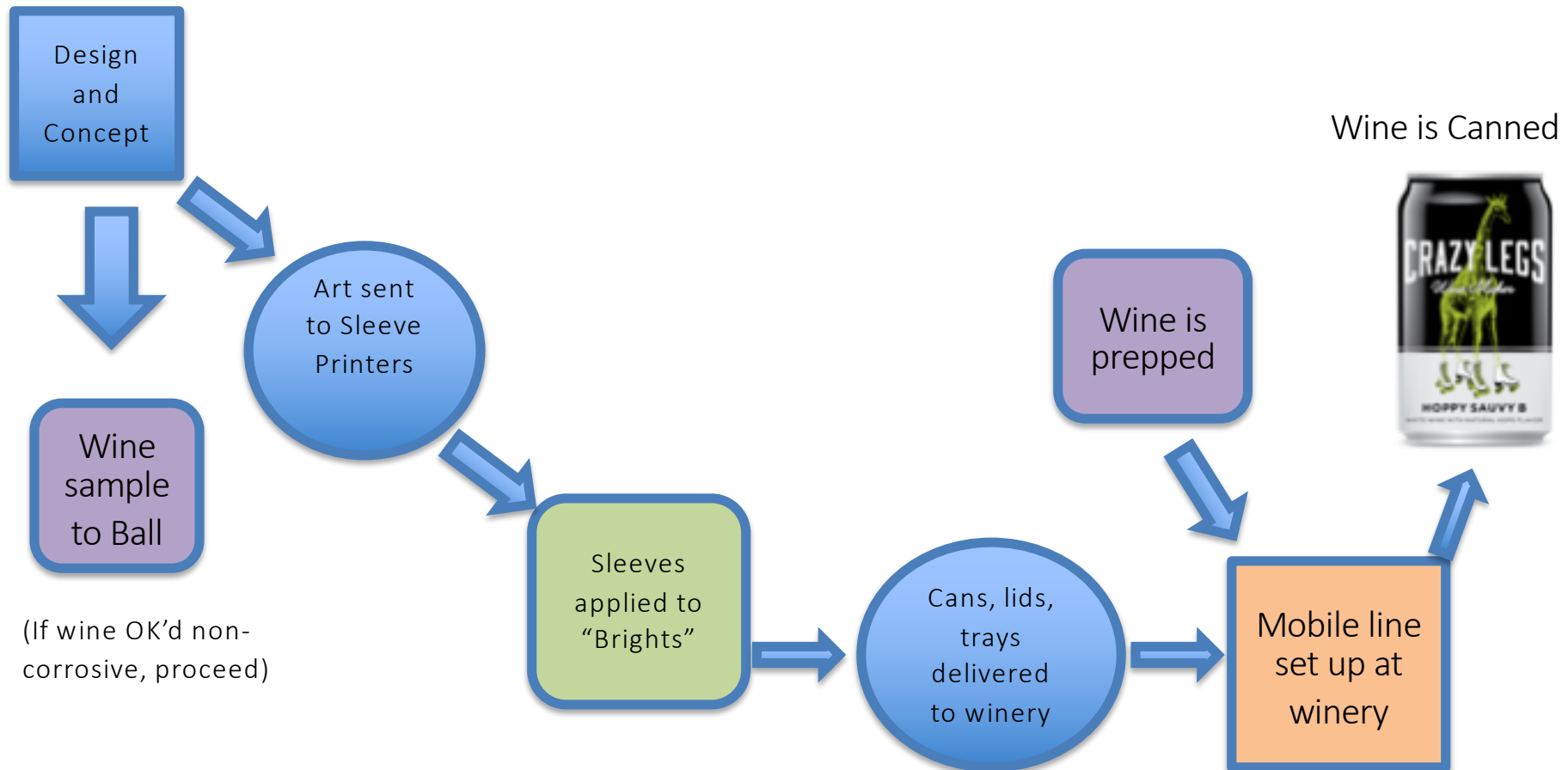
Hoppy Sauvy B



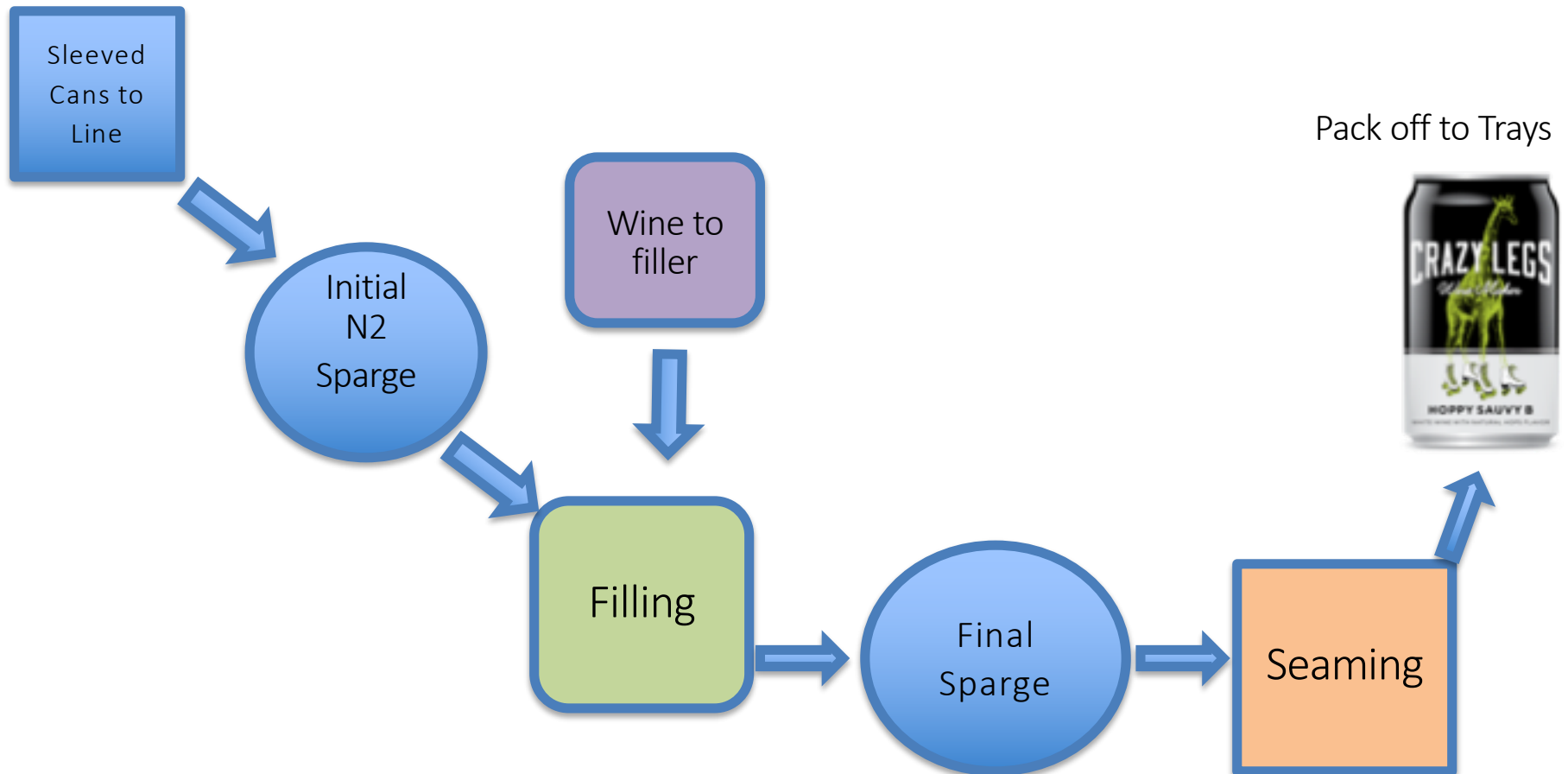
Hoppy Red Blend



## From Concept to Can



# The Canning Process



## The Canning Process



*The Can Van*

# CONSIDERATIONS

## Wine and Process

- We must be “ready to drink”
- Consumer expectation of CO<sub>2</sub>, sweetness?
- Red wine behind sleeves?
- Shelf life?
- Minimum runs?

## Marketplace

- How are your retailers going to merchandise?
  - Cold case?
  - By the beer and cider?
- Sales force training
  - Extra info, education needed

## KEEP IN TOUCH

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