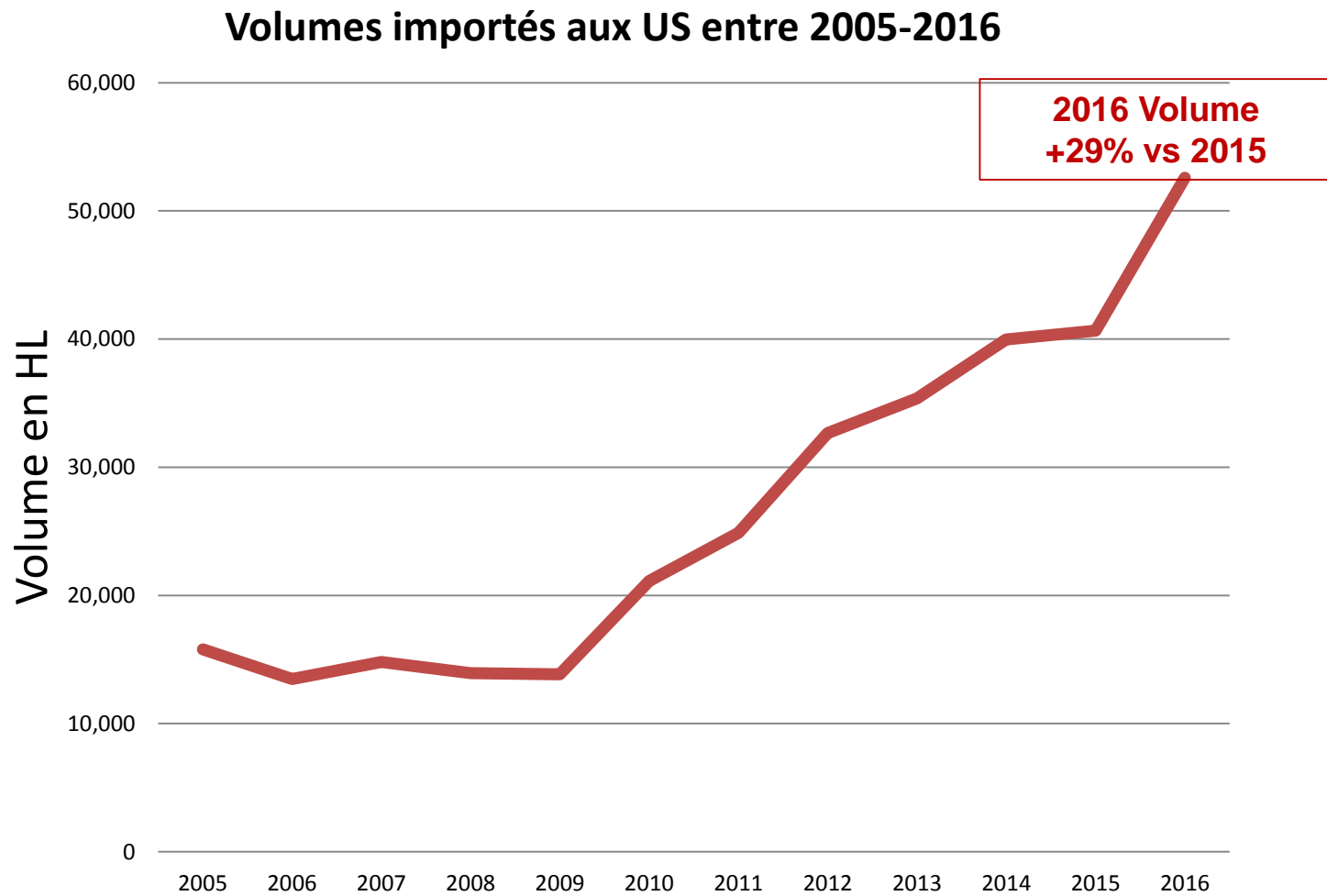




Languedoc AOP Wines: USA Promotional Program 2017

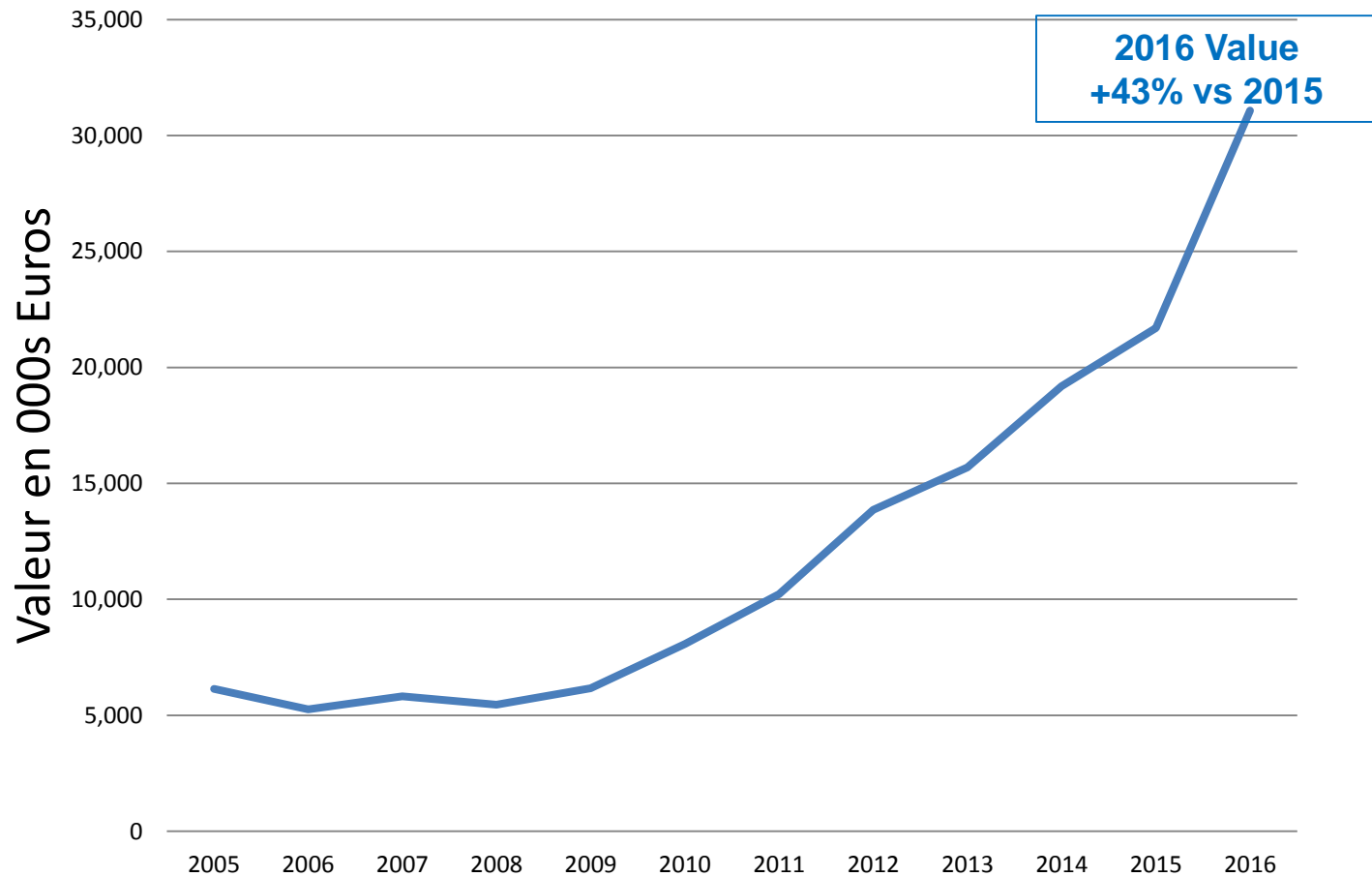
Presented at World Wine Meetings
Chicago, IL May 1, 2017

AOP Languedoc 2009 vs. 2016 : +280% Export Volume Growth



AOP Languedoc 2009 vs. 2016 : +403% Export Value Growth

Importations en valeur entre 2005-2016 aux US



Why are Languedoc Wines Succeeding?

Languedoc Rosé, Provence style at approachable prices → Rouge/Rosé export volume +62% in 2016

Crus du Languedoc → Recognized as the new French Cru wines from the South

Mediterranean influence → Consistency from year to year

Great QPR → Consumers finding quality in each bottle

Innovative, dynamism → Exciting, authentic wine choices (discoveries) that integrate tradition and modernity

AOP Languedoc is 2nd fastest growing French AOC in US



2017-18 USA CIVL Program Outline



Retail Sales Promotions

L'Aventure Languedoc. Month long, on/off premise sales promotion in Washington DC and Texas. Timing: September

Chain Retail Promotions. Five programs with key partners including in-store tastings and floor displays.

- Limoux, whites and Rosés: April - May
- All Languedoc Wines focus in Fall



On-Premise Activities

Sommelier/Buyer Events. Private events develop ambassadors for category, and continue sales momentum in markets targeted for retailer promotions. Emphasis on Crus du Languedoc, Icon and Limoux wines. Timing: Fall.



2017-18 USA CIVL Program Outline



Trade Education

- *World Wine Meetings*, May. CIVL will host Master Class with Christy Canterbury, MW
- Sommelier Trip to Languedoc – 3-5 influential sommeliers, Fall.
- Educational Seminars for Trade – 2 programs in select markets.
- Quarterly calls with brand representatives
- Sales Training Presentation and other tools online



Consumer Events

- *Boston Wine Expo*, February 18-19
- Other events identified in key markets aligned with sales promotion initiatives – seeking Rosé focus opportunity



Public Relations

- Press office for Languedoc Wines in USA
- Press trip to region week of April 24



Digital Media

- #LanguedocDay: National social media event, May 26
- Social Media: /LanguedocWines and @LanguedocWines



Retail Sales Promotions

OBJECTIVE: Drive sales, raise consumer awareness of Languedoc AOP wines and increase brand listings via integrated retail promotions at leading US chain stores

HOW WILL WE ACHIEVE THIS? A robust in-store promotion program conducted by trained educators, implemented in strategic partner stores, supported with proactive digital and social media

HIGHLY SUPPORTED PROMOTION:

- Staff Education
- Consumer Educational Information
- Store Promotion Advertising:
 - Website branding
 - Digital ad buys
 - Geo-targeted social media support
 - Email campaigns to store consumer lists
 - Window displays

HOW TO PARTICIPATE:

Do you have an...

- ✓ AOP Languedoc wine?
- ✓ with U.S. availability?

We want to hear more about it:

Languedoc@benensonmarketing.com

We need...

- Name of Producer
- Name of Wine
- AOPs
- Suggested Retail Price (in USD)
- Importer Name
- Where Available (States)



Sales Promotion: Chain Sampling Events

2017 Retail Targets

TARGETS IDENTIFIED FOR THE 2017 PROGRAM

These chains were approached with the goal of producing the most integrated campaign possible: advertising, merchandising and especially adding new listings where possible. They also build off of momentum generated in 2016

LIQUOR WINE

Montgomery County,
Maryland
April-May: Whites, Roses,
Sparkling wines
27 stores, 50 in-store tastings



Boston, MA
Fall, Dates TBD:
AOP Languedoc
5 stores and 15 tastings
Enomatic sampling machines

Lowes
FOODS

North Carolina
Oct-Nov: AOP Languedoc
stores and tastings TBD

TWIN
LIQUORS
FINE WINE & SPIRITS

Texas
Fall, Dates TBD:
AOP Languedoc
80 stores and 50 tastings
Staff trainings
Floor Displays



“L’Aventure Languedoc” Consumer/Trade Promotion

OBJECTIVE: Drive sales, raise consumer awareness of Languedoc AOP wines and increase listings at participating accounts. September 2017.

HOW WILL WE ACHIEVE THIS? Saturated take-over of on/off premise accounts in target markets. Participants are required to add SKUs in return for inclusion in advertising and promotion

HIGHLY SUPPORTED PROMOTION:

- Staff Education
- Consumer Educational Information
- Advertising and Public Relations

2017 GOALS: Washington D.C.; Dallas, Texas, September

- 30 accounts per market: 120 new references
- 90+ tastings at participating retailers
- 200+ featured wines

HOW TO PARTICIPATE:

Do you have an...

- ✓ AOP Languedoc wine?
- ✓ with availability in target market?

Contact your importer/distributor in target market:

- Let them know of promotion
- Accounts will be looking to add SKUs
- Check languedocadventure.com for list of participating accounts



On-Premise Activities

OBJECTIVE: Drive education and trade/sommelier awareness of Languedoc AOP wines, especially Crus du Languedoc and Icon wines. Develop ambassadors for category

HOW WILL WE ACHIEVE THIS? Three, custom events in target markets, co-hosted with noted sommelier in each market

EMPHASIS:

- Crus du Languedoc and Icon Wines
- Education: how to sell these wines to consumers
- Drive additions to BTG and wine lists through showcasing wines available in market

HOW TO PARTICIPATE:

Do you have an...

- ✓ AOP Languedoc Crus wine?
- ✓ with availability in target market?

We want to hear more about it:

Languedoc@bensonmarketing.com

We need...

- Name of Producer
- Name of Wine
- AOPs
- Suggested Retail Price (in USD)
- Importer Name
- Where Available (States)



Public Relations

OBJECTIVE: Editorial coverage reaching both trade buyers and consumers. Build both reputation and prestige for region

HOW WILL WE ACHIEVE THIS? Act as press office for Languedoc Wines in USA. Host press trip to region week of April 24. Develop, pitch and place stories on Languedoc wines.

EMPHASIS:

- Focus on positioning Languedoc as \$15+/bottle, and conveying key messages
- Keeps emerging region in forefront
- Conveys sales momentum to importers, wholesalers and buyers

Media Coverage Received 2016			
	Placements	Circulation	Impressions
2016 Year	252 (2015 = 187)	+479,000,000* (2015 = 603 million)	+79,000,000* (2015 = 60 million)



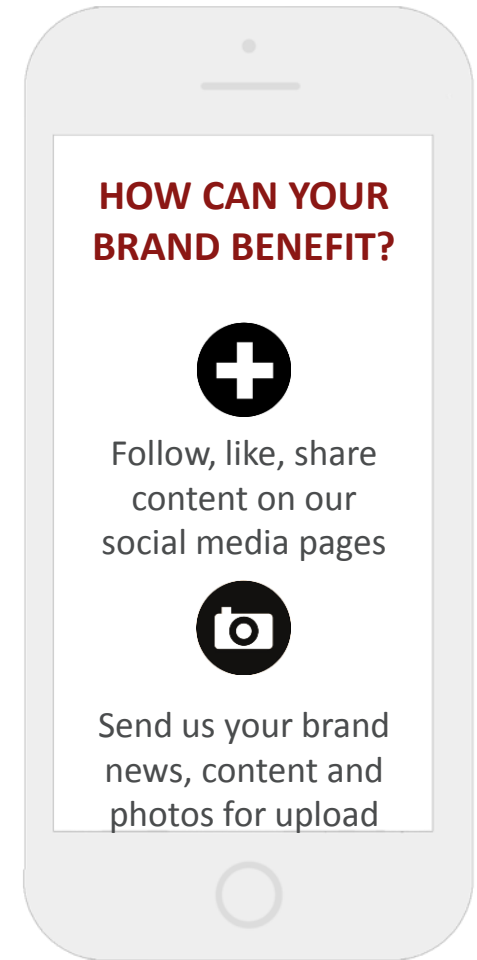
Digital Media

OBJECTIVE: Increase reach and awareness of Languedoc AOP wines in the U.S market to key audiences: Consumers, Trade & Press. Social media proactively supports in-store tastings and drives foot traffic (via geographically targeted content) to participating accounts.

#LanguedocDay 2017 May 26 will be the international #LanguedocDay – a chance to appreciate and engage with Languedoc Wines and share content across social media platforms. Use this hash tag and post content on and around the day to drive awareness.

ACTIVITY:

- Content creation
- Acquire and interact with fans and followers
- Clever, cost-effective social media advertising
- Drive engagement with Languedoc Wines



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