

New York Jets Enter into Strategic Partnership with Wine by Design

The New York Jets have announced a new multi-year partnership with Wine by Design, a marketing and management company. Under the agreement, Wine by Design will serve as the Team's exclusive wine agency of record (AOR). Visit nyjets.com/wine for more information.

This collaboration between the Jets and Wine by Design comes in the same year as the New York Jets celebrate the 50th Anniversary of their 16-7 victory in Super Bowl III. To honor this transcending moment and to kick off the partnership renewal, the New York Jets and Wine by Design called upon fifth-generation Napa Valley winemaker and owner and operator of Copper Cane Wines and Provisions, Joe Wagner, to create the second release of Jets Uncorked Championship Reserve, a limited-edition premium 2016 California Red.

"The Jets stunning victory over the heavily favored Colts in Super Bowl III was an inspiration to all New Yorkers and created a seismic shift in the landscape of professional football. It is our honor to commemorate the achievements of this special team with a truly unique wine," said Jeff Fernandez, New York Jets Vice President of Business Development and Ventures. "Our relationship with Wine by Design is one which has a broad vision to elevate the growing interest in wine as a lifestyle choice."

This is not the first time the New York Jets have partnered with Wine by Design. In 2010, Wine by Design created a first-time wine category strategy for the organization, resulting in Jets Uncorked Wine, the first NFL team licensed wine brand and the introduction of a wine bar at MetLife stadium.

Wine by Design's current focus is to expand the JetsUncorked Wine lineup, while developing, organizing and implementing wine-focused content, programming, events and other category related programs.



“We are thrilled to be partnering with the Jets organization again. Football fans and consumers are continuing to seek out relevant lifestyle experiences, which has brought wine in as a staple to tailgating and homegating,” said WBD CEO Diane Karle. “This shift reveals an exciting opportunity for Wine by Design, as we look to build on our existing foundation with the team and further engage millions of Jets fans through this growing category. The release of Jets Uncorked Championship Reserve and the response is another example of that.”

When faced with the task of choosing a winemaker to craft this limited release, the New York Jets and Wine by Design knew Joe Wagner would be the perfect fit. His keen interest and passion in contributing to the evolution of the wine industry makes him a true innovator in the space.

“When I was asked to produce a premium red wine for the Jets, I was very excited,” said Joe Wagner, Owner and Operator of Copper Cane Wines and Provisions and winemaker of Jets Uncorked. “I grew up playing football and bringing two of my passions, football and winemaking together, was a great opportunity. Together with the team, we created an amazing red blend using some of my favorite vineyards from throughout the Napa and Sonoma appellations. We believe it's the perfect way for a Jets fan to celebrate the past and look forward to a successful Jets future.”

Jets Uncorked Championship Reserve is available at local retailers in NJ & NY, throughout MetLife stadium and online. For more information, a list of local retailers and to order online, visit nyjets.com/wine.

About New York Jets

The New York Jets were founded in 1959 as the New York Titans, an original member of the American Football League (AFL). The Jets won Super Bowl III, defeating the NFL's Baltimore Colts in 1969. In 1970, the franchise joined the National Football League in the historic AFL–NFL merger that set the foundation for today's league. As part of a commitment to its fan base through innovation and experiences, the team has created



initiatives such as, its trailblazing Jets Rewards program, an award-winning virtual reality lounge, a state-of-the-art mobile app, and Jets 360 Productions, a comprehensive content platform that gives fans greater access to the team across all digital and social platforms. Led by its trail blazing Anti-Bullying Program, the organization takes great pride in a long-standing, year-round commitment to their community. These programs are funded by the New York Jets Foundation and look to positively influence the lives of young men and women in the tri-state area, particularly in disadvantaged communities. The organization also supports the efforts of the Lupus Research Alliance and numerous established charitable organizations and causes sponsored by the NFL. The New York Jets play in MetLife Stadium, which opened in 2010, and are headquartered at the Atlantic Health Jets Training Center in Florham Park, New Jersey.

About Wine By Design

Wine by Design (WBD) is a marketing and management agency, and the leader in delivering wine-based strategic services and premium wine solutions. WBD provides tailored brand experiences, limited wine releases, events and consulting. By leveraging some of the world's most recognized sports and entertainment franchises and utilizing an extensive network of winemakers and industry experts, Wine by Design has captured the professional sports fanbase that actively drinks wine. Wine by Design's existing highlights include an exclusive wine license for all 30 Major League Baseball teams, the First Commissioned Commemorative Super Bowl Wine for SB50 and team-by-team deals in the NFL with the Indianapolis Colts, New York Jets and Tennessee Titans. For more information, please visit winebydesignco.com.

About Copper Cane Wine & Provisions

Owned and operated by fifth-generation Winemaker Joseph Wagner, Copper Cane Wines & Provisions is based in Napa Valley and houses a collection of brands crafted to offer a touch of luxury for everyday indulgence. The current portfolio includes: Elouan Pinot Noirs, Chardonnay and Rosé all from Oregon; Belle Glos Pinot Noirs; Quilt Cabernet Sauvignon and Chardonnay from Napa Valley; Böen Pinot Noirs from California; Steorra sparkling Brut from the Russian River Valley; Beran Zinfandels of California and Carne

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Humana red and white blends from Napa Valley. Copper Cane is also home to Avrae, a premium line of cigars. For more information, please visit www.coppercane.com.