



CLUB SERIES WINE

A NEW TRADITION IN BASEBALL

NEW YORK YANKEES™ CLUB SERIES RESERVE 2015 CABERNET SAUVIGNON

The 2015 New York Yankees™ Cabernet Sauvignon is the result of selective sourcing, exceptional winemaking and expert blending from California's premium grape growing regions. The result is a rich, bold Red Wine, and proud addition to the MLB® Wine Collection.



THE WINE

With access to over 25,000 acres and more than 50 premium vineyards, our experienced team of wine makers and viticulturists work together to produce a broad spectrum of fine wines. The culmination of all this expertise is evident in our **New York Yankees™ Cabernet**—an innovative and skillfully crafted wine that will appeal to the collector and the wine enthusiast alike.



PROFILE

The **Yankees™ Club Series Cabernet Sauvignon** is aged in a combination of French and American oak, from vineyards planted in California's premium wine regions. It's a full bodied wine with flavors of currants and dried cherries. A bold and complex finish lands you just where you want to be.

SELLING POINTS

- The Yankees draw 3.4 million fans each year*
- 2/3 of baseball fans drink wine.
- The **New York Yankees Cabernet** is an **officially licensed MLB product** offering a direct association with the team and Major League Baseball.
- Each bottle has a hologram affixed to ensure it is officially licensed.



WINE SPECIFICATIONS

- Varietal: **Cabernet Sauvignon**
- Appellation: **California**
- Vintage: **2015**
- Alcohol: **13.7%**
- Format: **750ml**
- **UPC Code: 852260043798**
- Pricing:



Wine by Design is the marketing and management company for Major League Baseball.

*Source: ESPN MLB ATTENDANCE REPORT 2014



WINE
BYDESIGN
elevating the wine experience