



CLUB SERIES WINE

A NEW TRADITION IN BASEBALL

CHICAGO CUBS™ CLUB SERIES RESERVE 2015 CALIFORNIA RED WINE

This 2015 Chicago Cubs Red Wine 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 **Chicago Cubs™ Red Wine**—an innovative and skillfully crafted wine that will appeal to the collector and the wine enthusiast alike.



PROFILE

The **Cubs™ Club Series Red Wine** is aged in a combination of French and American oak, from vineyards planted in California's premium wine regions. It's a medium bodied wine with flavors of blackberries, cherries and spice. A bold and complex finish lands you just where you want to be.

SELLING POINTS

- The Cubs draw over 2.6 million fans each year*
- 2/3 of baseball fans drink wine.
- The **Chicago Cubs Red Wine** 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 official licensed.

PLEASE CONTACT:

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

*Source: ESPN MLB ATTENDANCE REPORT 2014



WINE SPECIFICATIONS

- Varietal: **Red Wine**
- Appellation: **California**
- Vintage: **2015**
- Alcohol: **13.7%**
- Format: **750ml**
- **UPC Code: 852260004812**
- Pricing:



WINE
BYDESIGN
elevating the wine experience