



CLUB SERIES WINE

A NEW TRADITION IN BASEBALL

LOS ANGELES DODGERS™ CLUB SERIES

2016 CENTRAL COAST CHARDONNAY

The Los Angeles Dodgers™ Club Series Chardonnay is the result of selective sourcing, exceptional winemaking and expert blending from high quality grapes. The result is a crisp, dry Chardonnay, and proud addition to the MLB® Wine Collection.



THE WINERY

Founded in 1982 by vintner Bob Lindquist, Qupé's true focus is on quality. Specializing in Rhone-style wines from the Bien Nacido Vineyard in Santa Maria and the Sawyer Lindquist Vineyard in the Edna Valley, where they farm biodynamically, and the Ibarra-Young Vineyard in Los Olivos farmed organically. Today, Bob, a lifelong baseball fan, carries on the tradition of locally sourced, quality wines with this *Dodgers™* Club Series Release.



PROFILE

Based on Qupé's Y Block Chardonnay and enhanced by 9% Bien Nacido Roussanne and 7% Bien Nacido Block Eleven Chardonnay, giving it a bit more structure and complexity. Fermented and aged for 15 months in Francois Freres French oak barrels.

SELLING POINTS

- The Dodgers draw 3 Million fans each year*
- 2/3 of baseball fans drink wine.
- The Los Angeles Dodgers Chardonnay 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.



WINE SPECIFICATIONS

- Varietal: Chardonnay
- Appellation: Central Coast
- Vintage: 2016
- Alcohol: 13.5%
- Format: 750ml
- UPC Code: 853098005040
- Price:



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