



#### WINE SPECIFICATIONS

- Varietal: **Red Wine**
- Appellation: **California**
- Vintage: **2016**
- Alcohol: **15.4%**
- Format: **750ml**
- UPC Code: **850344007308**
- Pricing:



# JETSUNCORKED

## CHAMPIONSHIP RESERVE

### 2016 CALIFORNIA RED WINE

**O**n January 12, 1969, the New York Jets forever changed the landscape of football, shocking the world with an iconic 16-7 victory in Super Bowl III. To honor the 50th Anniversary of this transcending moment, the Jets have partnered with fifth generation Napa Valley winemaker **Joe Wagner**, who has crafted this premium California Red Wine.



#### THE WINE

Produced from Sonoma County and Napa Valley, two of the best winegrowing regions of California, the **JETSUNCORKED Championship Reserve** is a bold, opulent style of wine, created with the spirit and passion of the Green and White in mind. Focus was placed on vineyards with well-draining, low-nutritive soils, resulting in a grape crop with extraordinary concentration of flavor, color and texture.



#### PROFILE

The **JETSUNCORKED Championship Reserve** is a big California styled blend (Zinfandel based, balance with Merlot, Syrah and petit Syrah). The wine is rich, deep red in color with aromas of sweet cedar and hints of ripe cherry. On the palate, the wine offers flavors of smoked meat, sweet tobacco and notes of baking spices. The finish is balanced with nice, firm tannins with a power finish that stays with you.

**PLEASE CONTACT:**



**WINE**  
**BYDESIGN**  
elevating the wine experience

### PROMOTIONAL ASSETS/MARKETING

- Trade Portal (Case Card, Poster, Table Tent, Tasting Cards)
- NewYorkJets.com/WINE with list/link to retailers
- Banner on SB III Landing Page, Jets Homepage, JetShop.com
- Jets Social Posts (Facebook, Twitter, Instagram)
- E-Blasts (Jets, NFL, MetLife Stadium)
- Radio and Television (SNY, CBS) Mentions
- Inclusion in Jets Newsletter
- Alumni Player Appearances and Retail Tastings
- Team Merchandise (Football, Jerseys, Helmets)
- Game day tickets and VIP Fan experiences
- In stadium promotion (table tents, dummy bottles, wine tastings)
- Product sale throughout the stadium

### PARTNER INTEGRATIONS

- Food & Wine Magazine
- Gary Vaynerchuk
- Jets House
- Jets Cooking School
- SNYCBS
- ESPN Radio
- NYC/NJ Chefs



### JETS UNCORKED TRADE PORTAL

- Download all product marketing materials  
<http://winebydesignco.com/trade.html>

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