



CLUB SERIES WINE

A NEW TRADITION IN BASEBALL

KANSAS CITY ROYALS™ CLUB SERIES RESERVE

CALIFORNIA CABERNET SAUVIGNON

The **Kansas City Royals™ Cabernet Sauvignon** is the result of selective sourcing, exceptional winemaking and expert blending from high quality grapes. The result is a rich, bold Cabernet, and proud addition to the MLB® Wine Collection.



THE WINE

With five generations of grape growers and vintners on the roster, our winemakers have pinpointed the most optimal sites in California to source premium sustainably-grown grapes to create this red. The culmination of all this expertise is evident in our **Kansas City Royals™ Cabernet**—an innovative and skillfully crafted wine that will appeal to the collector and the wine enthusiast alike.



PROFILE

The **Royals™ Club Series Reserve Cabernet Sauvignon** is great for any day of the week, a wine that displays ripe, luscious fruit flavor characteristics from beginning to end. Blackberry and plum flavors abound, with an easy-drinking style that draws you back for more. Cherry aromatics are followed by robust, dark fruits on the palate, toned by a hint of oak. The accessible fruit flavors of this red allow for a myriad of food pairings, including barbecue chicken, burgers and grilled steak. This is a wine meant to appeal to a range of drinkers, from serious wine lovers to aficionados looking for simple enjoyment.

SELLING POINTS

- The Royals draw 2 million fans each year*
- 2/3 of baseball fans drink wine.
- The **Kansas City Royals 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.

PLEASE CONTACT:

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

*Source: ESPN MLB ATTENDANCE REPORT 2014



WINE SPECIFICATIONS

- Varietal: **Cabernet Sauvignon**
- Appellation: **California**
- Alcohol: **13.9%**
- Format: **750ml**
- UPC Code: **859934007582**
- SCC Code: **10859934007589**
- Pricing:



WINE
BYDESIGN
elevating the wine experience