



WINE SPECIFICATIONS

- Varietal: **Red Wine Blend**
- Appellation: **California**
- Alcohol: **13.5%**
- Format: **750ml**
- **UPC Code:** 816441010047
- **Pricing:**

TENNESSEE TITANS™ LIMITED EDITION

CALIFORNIA RED WINE BLEND

The **Tennessee Titans™ Limited Edition Wine**, celebrates 20 years in Nashville. The Titans are a team forged by their fans, strength and leadership and now they have partnered with award winning winemaker, Chris Cameron to craft this premium California Red Blend for Music City U.S.A.!



THE WINE

The wine was produced from Broken Earth Winery in Paso Robles, California, and portrays varietal definition, purity of fruit and balance. Broken Earth Winery is the largest winery in California's Central Coast to run completely on alternative energy. Crafted by Chris Cameron who has significant crush and winemaking experience in Australia, Italy, France, Turkey and California, it's an everyday wine with real depth and appeal. A special wine for a special occasion!



PROFILE

The **Tennessee Titans™ Championship Reserve** is a California Non-Vintage Red Blend, well balanced and approachable. The wine is 36% Merlot and 64% Field Blend consisting primarily of Cabernet Sauvignon with Petite Sirah, Syrah and Petit Verdot. Luscious dark fruits on the palate, toned by a hint of oak that draws you back for more.



PLEASE CONTACT:

AJAX TURNER Co., Inc.
QUALITY BEER | FINE WINE | CRAFT SPIRITS

WINE
BY DESIGN
elevating the wine experience

PROMOTIONAL ASSETS/MARKETING

- Trade Portal (Case Card, Poster, Table Tent, Tasting Cards)
- TitansOnline.com/WINE with list/link to retailers
- Digital Banners
- Titans Social Posts (Facebook, Twitter, Instagram)
- E-Blasts (Announcement, Kickoff, 20th Anniversary Weekend, Holiday)
- Sponsor/Season Ticket Holder/Suite Holder Emails
- Team Merchandise (Footballs, Jerseys, Helmets)
- In stadium activation
 - Product Available for purchase throughout stadium for Titans games and all Nissan Stadium Special Events
 - POS at bar & suites (Table tents/bar back displays)
 - Club level Titans Wine Tastings
 - Advertising on Club Level TV's
 - Suite Menus
- Game Day Experience Incentive Program



TITANS RESERVE TRADE PORTAL
 Download all product marketing materials
<http://winebydesignco.com/trade.html>