



# CLUB SERIES WINE

A NEW TRADITION IN BASEBALL

## NEW YORK YANKEES™ CLUB SERIES RESERVE

CALIFORNIA CABERNET SAUVIGNON

The **New York Yankees™ 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 **New York Yankees™ Cabernet**—an innovative and skillfully crafted wine that will appeal to the collector and the wine enthusiast alike.



### PROFILE

The **Yankees™ 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 Yankees draw 3.4 million fans each year\*
- 2/3 of baseball fans drink wine.
- The **New York Yankees 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: **859934007575**
- SCC Code: **10859934007572**
- Pricing:



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