



#### WINE SPECIFICATIONS

- Varietal: **Rosé**
- Appellation: **Vin de France**
- Fermentation: **Stainless Steel**
- Alcohol: **12%**
- Format: **750ml**
- UPC Code: **039295010494**
- Pricing:



# CLUB SERIES WINE

A NEW TRADITION IN BASEBALL

## NEW YORK YANKEES™ CLUB SERIES RESERVE

FRENCH ROSÉ

**T**his **French Rosé** is the result of selective sourcing, exceptional winemaking and expert blending from high quality grapes. The result is a clean and crisp Rosé, and a proud addition to the **MLB® Wine Collection**.



#### THE WINE

From an award winning winery in Verdigny, France, this Rosé is Gamay dominant with Pinot Noir and Cabernet Franc. Soft salmon in appearance, this wine offers clean, bright fresh strawberries and rose petals with tropical notes and stone fruit...medium bodied, crisp acidity and a hint of sweetness with a juicy, dry finish.

#### SELLING POINTS

- The Yankees draw 3.4 million fans each year\*
- 2/3 of baseball fans drink wine.
- The **New York Yankees Rosé** 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.



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