

Perfect wine by the glass, **ON DEMAND**

Dealer Display Program

Purpose:

- In the USA, only 1% of the population collects wine, but 40% of the population drinks wine. Do you want to cater to the 1% with the wine storage units, or to the 40% that drink wine on a regular basis?
- 30% of American adults live alone, and another 30% live in “mixed households” where one person likes red wine and one likes white wine.
- #1 reason people drink a glass of wine today is to relax.

Importance of Preservation:

- The moment the cork is pulled from a bottle of wine, SO2 dissolves into the atmosphere and the oxidation process starts.
- Oxidation begins to negatively affect the wine within a few hours, especially on fragile wines.
- This process happens from the inside out, and once oxygen dissolves into the wine, it continues to oxidize, even if argon is added.
- Plum stores wine *perfectly for 90 days*.

Dealer Display Pricing:

MSRP: \$2599
 Dealer Cost: \$1874
 Display Discount: 50%
 Display Cost: \$937

Built-in Trim Kit coming soon!

The below list of wines have enhanced content and information loaded into the Plum system for optimal display content on your in store unit.

WINE LIST

White Wine:

Chardonnay

- \$19.99** Rodney Strong Reserve
- \$18.99** Markham NAPA Valley
- \$17.99** Sonoma Cutrer Sonoma
- \$19.99** Talbott Kali Hart
- \$18.99** La Crema
- \$19.99** Freemark Abbey NAPA Valley
- \$19.99** NAPA Cellars

Sauvignon Blanc

- \$19.99** Decoy Sonoma County
- \$18.99** Honig NAPA Valley
- \$21.99** Twomey

Red Wines:

Cabernet

- \$21.99** Coppola Directors Cabernet
- \$16.99** Louis Martini Sonoma
- \$22.00** Justin Paso Roble
- \$19.99** Raymond Select
- \$24.00** BV NAPA
- \$22.00** Educated Guess NAPA

Pinot Nior

- \$19.99** Sean Minor Sonoma Coast
- \$24.99** Landmark Overlook
- \$19.99** Saintsbury Carneros

