



WINE MARKETING SOLUTIONS

The Challenge:

A wine company's brand is its mark of distinction—and what sets it apart from competitors. Establishing and adhering to a brand management strategy that conveys commitment to delivering a great-quality product and a memorable experience is key to building a company's reputation and a healthy, loyal base of customers and suppliers. Do your marketing and fulfillment needs include a one-stop solution who can manufacture, store, and distribute your marketing and packaging collateral; all through an easily accessible web portal? Wouldn't it be great to be able to purchase, produce, and disseminate your marketing products to your national or regional sales and marketing channels with speed, accuracy, and ease of access?

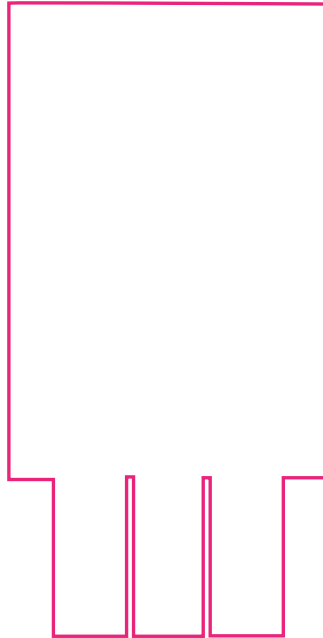
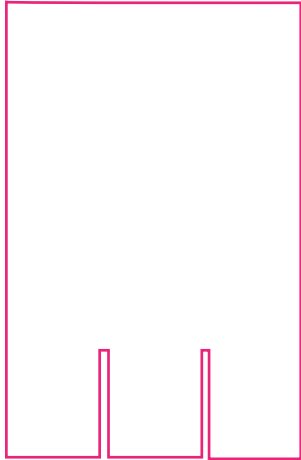
The Solution:

Imperial can help! An established, reputable production firm who specializes in the manufacturing, storing and distribution of a wide range of customized solutions to businesses such as yours. We are experts in the delivery of marketing products and services to the Wine Industry. We have vast experience dealing with major national and regional wine companies helping them manage their brand marketing as it pertains to print, POS, kit building, displays, Print-on-demand, seasonal pre-buys, as well as long-term inventory storage and distribution. Imperial understands the daily pain points you face so we developed this program to make your job uncomplicated.

The following pages show you samples of products and services that we can provide. Talk to your Imperial account manager today to learn more about this incredibly easy service we've built just for wineries like yours.

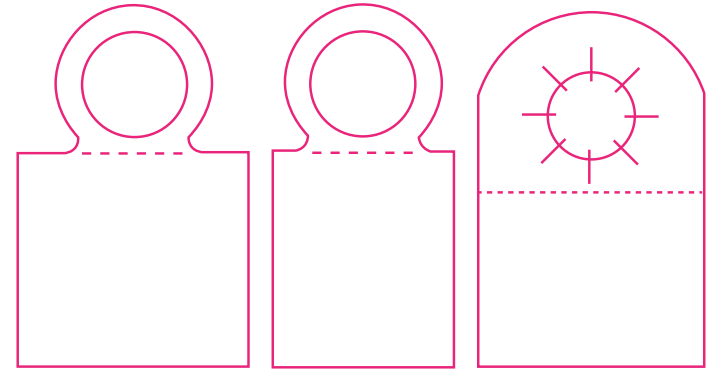
POINT OF PURCHASE CASECARDS

A case card is a printed piece of cardboard, cut to a special fork-like shape at the bottom, allowing it to perch on the back of an open case of bottles. Essentially, they convert a stack of cases into a beautiful and fully functional display case. You can create a bigger impact by adding embellishments, motion, sound or light.



Coupon neckers or cone neckers (static or by state) are produced from durable stock that is attached to the bottle via a hole or perforation on one side that is slipped over the top of the bottle and rests around its neck. Typically used for advertising, providing recipes or coupon offers.

POINT OF PURCHASE NECKERS



STRINGED NECKERS

Imperial Litho also has Stringing machines capable of creating bottle neckers which have a loop-tied elastic string so the neckers can slip over a bottle neck.

POINT OF PURCHASE SHELF TALKERS

Shelf talkers are retail display fixtures, often made out of cardboard or plastic, which are located on the shelf where the products are sold. They typically contain signage that communicates information about the product, wine accolades, pricing or special Promotions. Shelf talkers are often attached to the shelf via clips or adhesives.



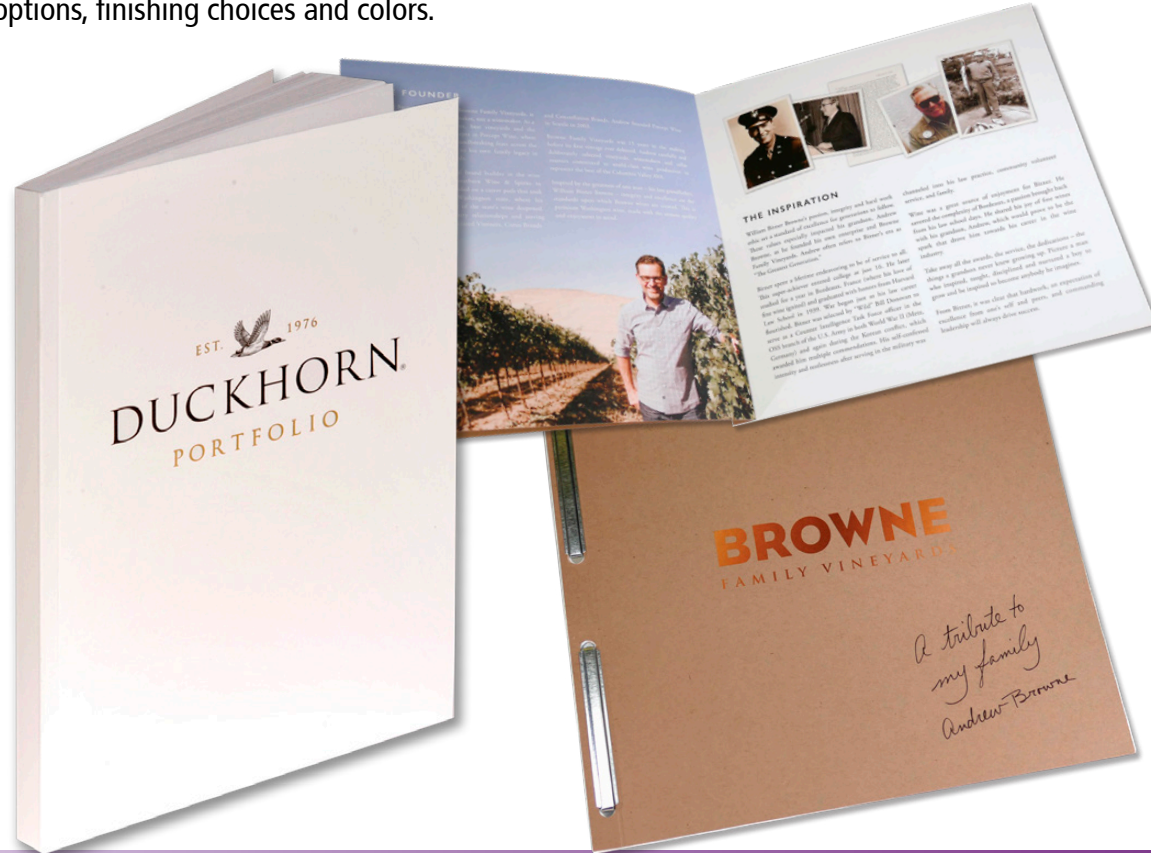
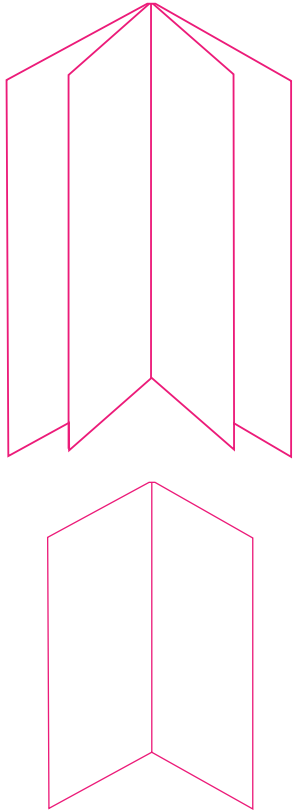
Retail store displays and fixtures such as racks, standees, dump bins, and displays directly impact profit and efficiency for wine companies. If your business needs include retail displays for aisles, shelves or checkout counters, Imperial has extensive experience in helping you to design creative mockups, and create point-of-purchase fixtures to suit your needs.

POINT OF PURCHASE DISPLAYS AND FIXTURES



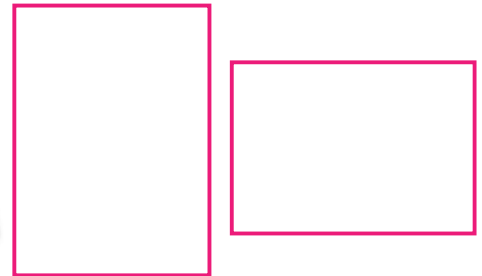
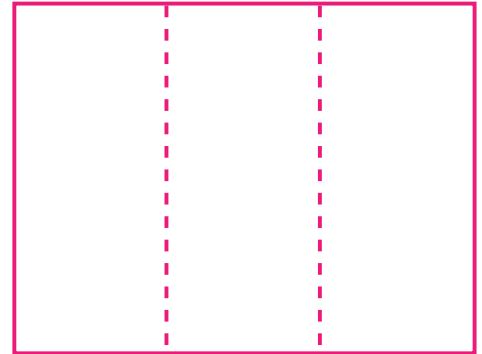
MARKETING MATERIALS PRODUCT LITERATURE

Product Literature can be custom produced from your files. Imperial can produce endless configurations which allow you maximum flexibility of finished sizes, various material options, finishing choices and colors.

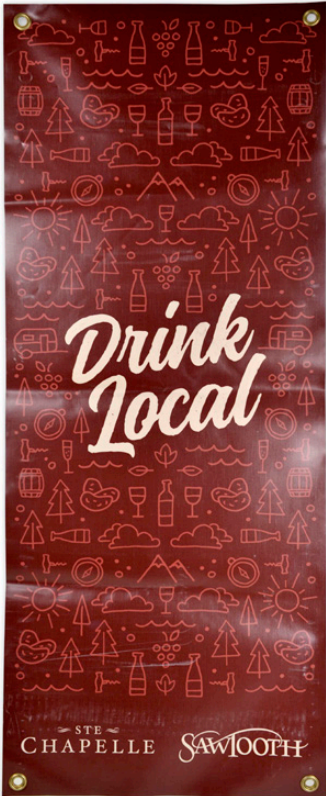


Brochures, note cards and tasting cards all play a vital role in marketing your product. The principle aims to engage, educate, and entertain your customers. They are commonly used in tasting rooms, offsite wine tastings or at retailers.

MARKETING MATERIALS BROCHURES, NOTE CARDS TASTING CARDS



ULTRA GRAND FORMAT SIGNS, BANNERS, DISPLAYS



If your needs include Ultra Grand Format output, Imperial delivers with style. When introduced to the world, the Inca Onset created a paradigm shift in digital print quality delivering dry-to-the-touch, multi substrate output in finished sizes of up to 120in x 60in. We can support any of your POP/POS marketing materials which require large output. The printer is supported by a computerized precision-driven router table which allows for uneven patterns and designs to be efficiently cut, slit, or routed.



E-COMMERCE



Packaging it all together is Imperial Litho's powerful yet easy to navigate e-Commerce solution. A personalized, B2B (Business-To-Business) online storefront simplifies ordering of print and point-of-sale materials across your company. Imperial's web-to-print system manages inventory and streamlines your ordering process. Authorized users can order from any location the collateral they need, when they need it. POD (print-on-demand) products are proofed online and can then go through an approval process if required. Spending accounts and budgets are tracked with full reporting capabilities.

Our clients can maintain brand consistency while enabling customized content for local purposes. Integrated with Imperial's MIS-print system, this leading-edge B2B web-to-print portal offers a new level of automation and control for print-commerce workflows in the industry today.

BUSINESS-2-BUSINESS ONE-STOP SHOPPING PORTAL





2485 South Commerce Drive
New Berlin, Wisconsin 53151
800/726-3187

We are your "go to" partner

We are here to ask the right questions, provide suggestions and learn your business needs ensuring that our services exceed your goals and successfully reach the marketplace.

"The Imperial storefront/POD platform is instrumental in serving as the front end for our sales team to easily order POS directly from Imperial's warehouse. We can group our POS by brand, type, and season to help our sales team easily find and order relevant items.

It also gives us significant flexibility and control, as we can customize it so certain sales member/regions have access to POS, quantities, etc., that is specific to them."

*Kevin Dowling
Vice President, Trade Marketing
The Duckhorn Portfolio*

