



LINDEMANS®

*Early Harvest*



## A New and Exciting Opportunity!

*Light, crisp and refreshing, LINDEMANS® has created a new product within its global wine portfolio, EARLY HARVEST*



- 30% lighter alcohol\*
- 30% less calories\*
- The taste, quality and assurance of a LINDEMANS® made wine

### Retailer Benefits

- **High Margin** potential range that can drive sales in a new wine segment
- **Increased Sales** given its suitability for a multitude of occasions
- **New lighter offering** for existing and new customers, just in time for summer
- **Heavily supported launch program** including print media, brand ambassador and unique promotional opportunities

\* At least 30% lighter in alcohol and 30% less in calories compared to 750ml LINDEMANS® 2006 Reserve Chardonnay.

Please contact your Fosters Business Development Executive for further information on Lindemans Early Harvest

Enjoy Responsibly