

# DR. L RIESLING

## POS PROGRAM FOR FALL 2020

Consumers today, especially in younger age groups, are looking for healthier, more sustainably produced products, including wine. There is growing interest in wines that are naturally produced, lower in alcohol, and offer other wellness benefits, such as low calories, low carbohydrates, no additives and suitability for vegans. In addition, these consumers are actively seeking products that are “Free From” unhealthy ingredients such as pesticides, herbicides, and GMOs, as well as from allergens such as gluten and nuts.

With naturally low alcohol, and produced solely with sustainably grown fruit, **Dr. L Riesling** fits this consumer demand beautifully. And it always has! It’s time to tell that story, so we have devised a new set of POS materials to convey these messages directly to consumers in retail settings.

### NECK HANGER

Will be applied at the winery beginning in September 2020.  
Additional hangers will also be available, in limited supply.



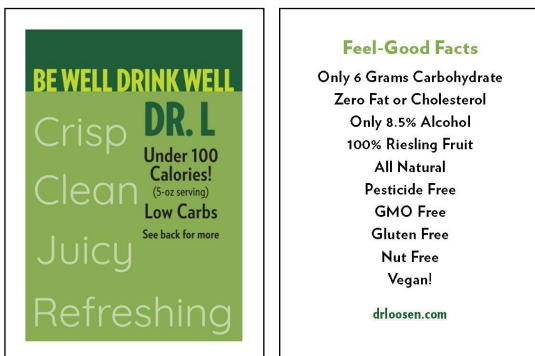
### CASE STACK BACKER CARD

(12" x 16.5") On rigid duo core stock with diecut mounting tabs.  
Letter-size PDF version also available for local printing.



### SHELF TALKER

(2.75" x 3.75") 8-up on letter size PDF for local printing.



Please contact your Loosen Bros. USA Regional Sales Director to request these POS materials.