

NEW

LADIES CHOICE

The feminine way to discover wine



THE FIRST BRAND OF WINE FROM LADIES FOR LADIES

- ▶ The majority of wines in stores are purchased by women.
- ▶ But nearly none of them explicitly address this target group.
- ▶ Now, for the first time, there's a wine that was designed especially for women.

A COMPLETELY NEW AND VERY PERSONAL CONCEPT



Up until now, I didn't think I'd ever find a wine that tasted good.

MAREN KAACK



With Ladies Choice, I've made a dream come true.

MICHAELA SCHLINK



The perfect wine for a girls' night out or any casual get-together.

MARTINA HOOPS



I have yet to meet a woman who wasn't enthusiastic about Ladies Choice.

KIRSTEN THIES



Wine is a very emotional subject for women... and why our approach was emotional, too.

ADELHEID GÄDE



It was high time for this wine!

CLAUDIA DOSE

WE KNOW WHAT WOMEN LIKE!

**FEWER
TANNINS!**

**MORE
FRUIT!**

**MORE NATURAL
SWEETNESS!**

**LESS
ALCOHOL!**



THE FIRST WINES ESPECIALLY FOR WOMEN!

Two off-dry, organic wines from a passionate, quality-oriented wine-grower committed to producing wine with respect for nature. Both wines are low in alcohol.



LADIES CHOICE RIESLING

WHITE QUALITY WINE
PRODUCE OF GERMANY
OFF-DRY

A well-balanced, delicate, elegant Riesling. On the palate: refreshing, with a hint of sweetness and slightly mineral acidity.



LADIES CHOICE PINOT NOIR

RED QUALITY WINE
PRODUCE OF GERMANY
OFF-DRY

A Pinot Noir, known as Spätburgunder in German, reminiscent of black cherry, wild strawberry, plum, dark chocolate, and truffle. On the palate: a mellow finish.



FEMALE POWER AT POINT OF SALE

Eye-catching
outer carton



Tips for a
girls' night out



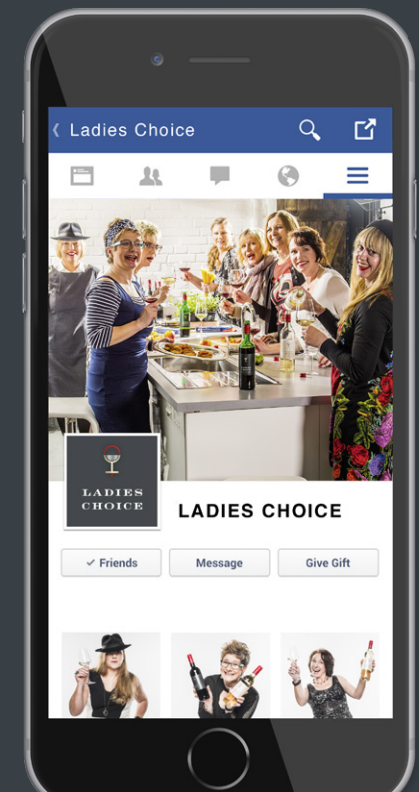
Poster

Impressive
case stackings

...AND IN DIGITAL MEDIA!



www.ladies-choice.de



Facebook presence
(as of April 2015)



LADIES CHOICE

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