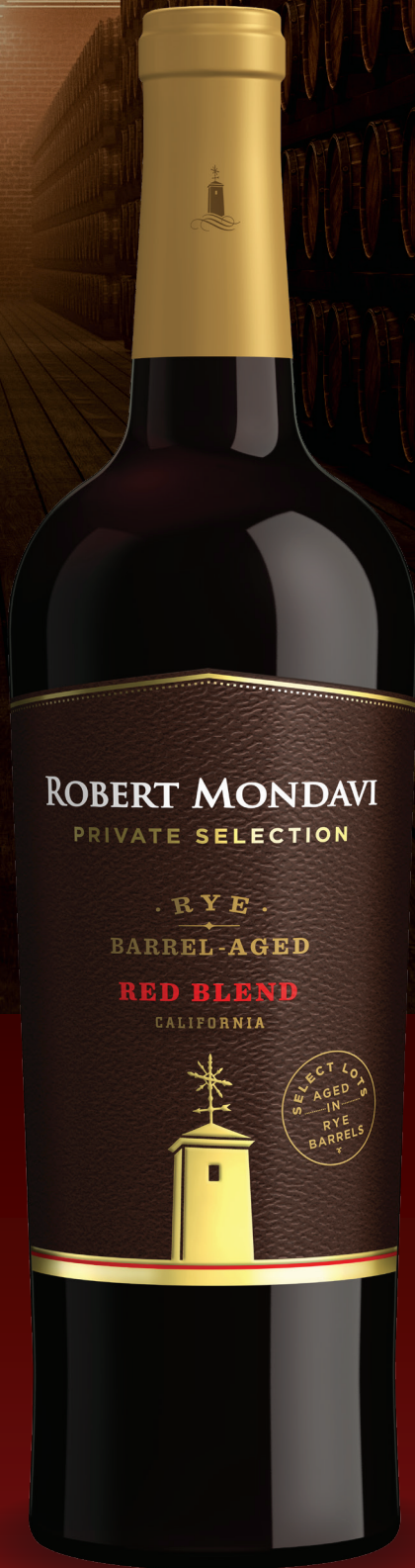


Wine Tasting

Robert Mondavi Sip, Savor, and Share Chatterbox

We designed two distinct wine tasting events to expand the brand's reach, impressions, and trials. These experiences were crafted to engage and immerse wine enthusiasts in the richness of Robert Mondavi's Private Selection labels. Our unique approach, coupled with our expertise in fostering authentic consumer connections, ensured a campaign that not only elevated the Robert Mondavi brand but also delighted participants.

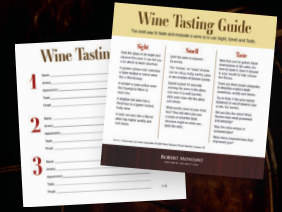




1 \$20 prepaid card



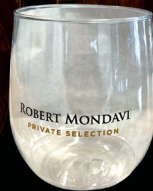
1 wine pairing & tasting guide



1 wine tasting notes



1 Robert Mondavi Private Selection cheeseboard set



1 Set of Robert Mondavi Private Selection wine tumblers



Robert Mondavi Private Selection corkpull

