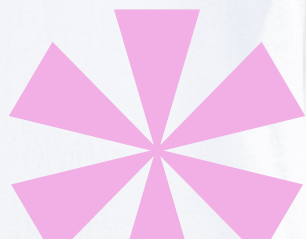




UCO WINES
U
MENDOZA ARGENTINA



ueo wines

MDZ · ARG

**We are
not just
a winery,
we create**

WINE

BRANDS



ugo wines

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- ✱ **Lower Cost:** PL wine can be 10 - 40% less than national brands.
- ✱ **Increase profits:** May not have to discount as much as other PL label Categories.
- ✱ **Brand equity:** Potential to build and sell a brand.
- ✱ **Control of Line Extensions:** React to trends faster and pivot sooner.
- ✱ **Create Brand loyalty:** A quality PL can localized brand loyalty.

WHY

start your Private Label Program?



- 01** Packaging and Design services
- 02** Compliance: COLA, State Registration
- 03** Variety of Grapes
- 04** Warehouse and distribution service
- 05** Custom wine development
- 06** Guarantee supply
- 07** Quality system
- 08** On time delivery
- 09** Ultimate aging technology with dry ice treatment
- 10** Elevage in Concrete eggs, French oak barrels & Italian Amphoras



WHY
choose us?

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* The numbers:

70% of Millennials are willing to consider PL brands.

Their parents or older generations 60%.

* As a result:

Private label products are gaining market share against national brands and the rate is expected to accelerate.

10% of US wine is PL vs +30% in Europe.



WHO

Finds Private Labels Attractive

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- **Cause:**
Team up with a charity
- **Loyalty:**
Exclusive for your customers
- **Regional:**
Reflects local Character or scenery
- **Prestige:**
Higher retail value and credibility
- **Value:**
Build volume with price sensitive customers

In addition to creating private label wines for sale by Uco Wines clients in various retail stores, restaurants, hotels and at events – with distribution through beverage alcohol's three-tier distribution system, Uco Wines can now facilitate a Web-based ecommerce platform for its clients, enabling Direct-to-Consumer wine shipping to your customers.



**Start
with the**

WHO

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**Welcome to
the future of
wine sales &
distribution:**

**DIRECT
SHIPPING**



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Direct-to-Consumer fulfillment capability is a compelling branding – and revenue – opportunity that should now be a key component of every new wine brand's go-to-market strategy. Even if the wines are also available on a retailer's shelf or poured in a participating restaurant or hotel/resort, you should also sell wine via the Internet in your own branded web environment.

Uco Wines provides its clients with the wherewithal to warehouse their wines, advertise and sell Direct-to-Consumer online (within a client's own Web catalog environment), drop ship to consumers in 40+ states and earn compelling revenue on these sales!



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Uco Wines is devoted solely to the ongoing success of its clients' wine brands. Uco Wines offers a wide assortment of varietal choices, price points, and assistance after the sale.

Web-based wine sales have grown dramatically in recent years and represents a formidable opportunity for all wine brand owners to increase exposure, sales, and profitability. The direct shipment trend will continue to grow unabated – and Uco Wines clients' wine brands will remain at the forefront.

