

# ACAIBO

SONOMA, CALIFORNIA



**PRODUCT OFFER & DIGITAL ACTIVATIONS**

# SUMMARY

- E-RETAIL & COMMERCIAL CHALLENGES
- ESTATE PRESENTATION
- INTRODUCTION OF VINTAGES FROM 2012 TO 2016
  - VISUAL CONTENTS: PACKSHOTS & KEY VISUALS
  - TOP RATINGS & COMMENTS
  - TECHNICAL AND TASTING DESCRIPTIONS
- DIGITAL ACTIVATIONS



# **E-RETAIL & COMMERCIAL CHALLENGES**

## EXPONENTIAL GROWTH POTENTIAL OF E-BUSINESS

“

IN 2020, IN THE US, NEW ONLINE ALCOHOL BUYERS REPRESENTED 44% OF ALL ONLINE BUYERS (COMPARED TO 19% IN 2019).

”

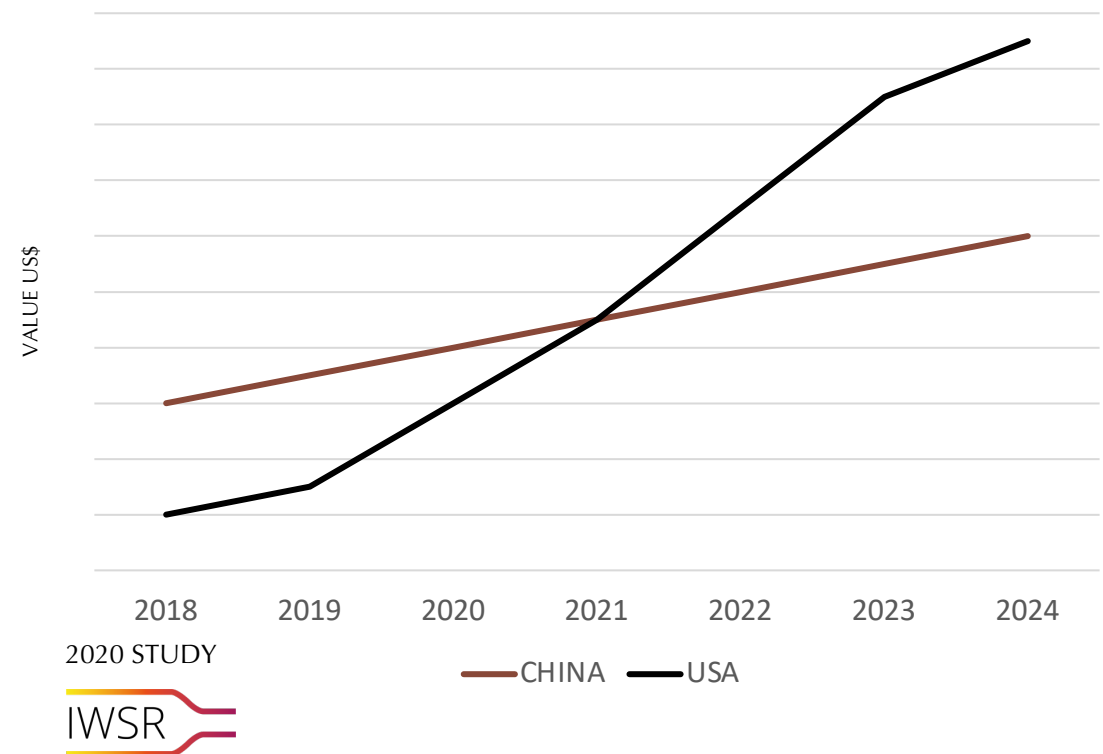
“

GERMANY: ONLINE SELLING, TWO-DIGIT GROWTH.

IN THE USA: E-COMMERCE AND CLICK & COLLECT BOOM IS PLANNED FOR 2023.

”

ONLINE ALCOHOL SALES: US & CHINA



## DIGITAL CREATES NEW TOUCHPOINTS WITH CUSTOMERS



An Audience :

**CONNECTED,**  
**ACCESSING INFORMATION** fastly and easily,  
**NOMAD & TRAVELLING,**  
environnemental support & storytelling **SENSITIVE.**

MULTI TOUCHPOINTS  
MULTI DEVICES  
MULTI CUSTOMER PROFILS  
MULTI JOURNEYS

CHALLENGE :  
**ONE COMMUNICATION  
IMPACTING AND  
CONSISTENT**

# ESTATE PRESENTATION

## TRINITÉ ESTATE HISTORY



Above all, Trinité is Claire and Gonzague Lurton **OWN PERSONAL CREATION**. A new challenge and a joint project, apart from their Classified Growth legacies.

So far, Claire and Gonzague have known an established system, a familiar terroir in the médoc (Bordeaux) where they both grew up.

They moved to California with their children, to build everything : there is no winemaking facilities and vineyard must be replanted.

Claire and Gonzague do not want to produce another common californian wine but wish to add their own style, coming from their Bordeaux experience.

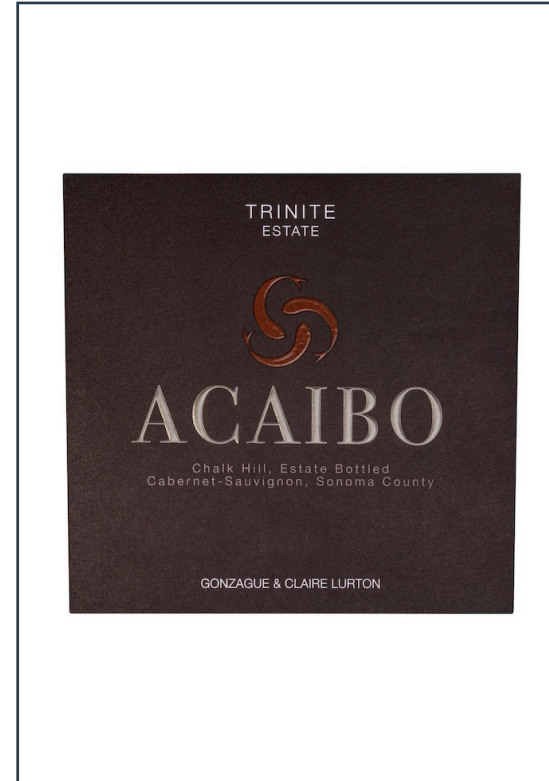
**THE BALANCE OF THEIR WINE, BETWEEN FRESHNESS, AND DEPTH, IS CLOSER TO A BORDEAUX STANDARD THAN TO A CALIFORNIAN ONE.**

Trinité Estate, despite the potential risk, is an achievement. The 3 fishes symbol first represent their 3 children. Their own history has been written here in Sonoma.

Today, Acaibo, the iconic wine of Trinité Estate, is **ONE OF THE BEST SONOMA WINES**. Risks and challenges were worthwhile.

# **VISUAL CONTENTS**

## PACKSHOTS, LABELS & 3D VIDEOS



USED FOR COMPLETE AND OPTIMIZED PRODUCT PAGES

AVAILABLE FROM 2014 VINTAGE TO 2020 + FOR NO VINTAGE  
IN JPG (WHITE BACKGROUND) AND PNG

SHORT 3D ROTATION VIDEO IN .MP4  
NO VINTAGE BOTTLE  
WHITE AND DARK BACKGROUNDS



## KEY VISUALS



USED FOR E-RETAIL BANNER + LANDING PAGE HEADER

IN JPG AND PNG, SIZE 1412X450PX, CUSTOMIZABLE ON REQUEST  
AVAILABLE FOR 2019 VINTAGE, 2020 VINTAGE AND NO VINTAGE



## KEY VISUALS



USED FOR SOCIAL NETWORKS (post + story), NEWSLETTERS, PRODUCT PAGE visual contents...

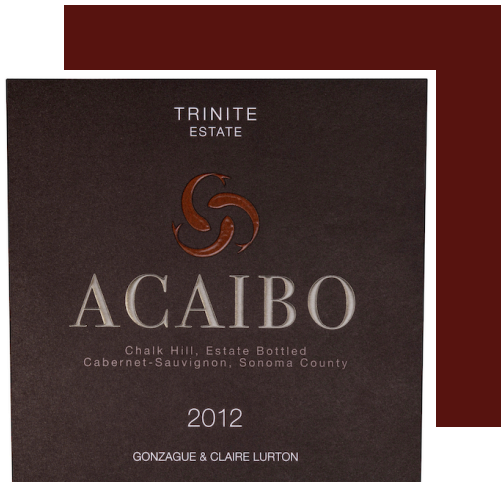
IN JPG AND PNG. AVAILABLE FOR VINTAGE 2019, VINTAGE 2020 AND NO VINTAGE

# TOP RATINGS

## TOP RATINGS: FROM 2012 VINTAGE TO 2014

« **SOFT AND DELICIOUS.** »

- JAMES SUCKLING, 2012 Vintage

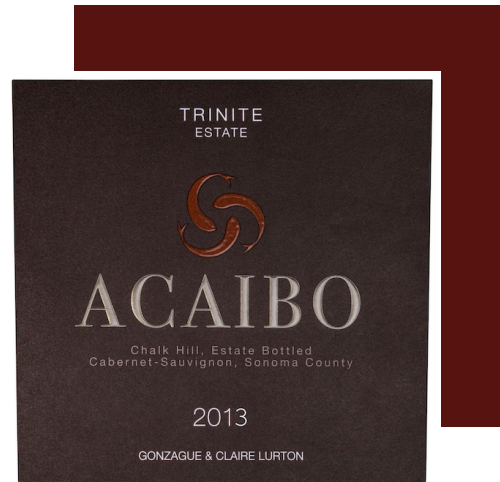


**JAMES SUCKLING 92/100**

**THE WINE ENTHUSIAST 92/100**

« **HARD TO RESIST, LIGHT IN TOUCH AND HEART; MUCH MORE BORDEAUX THAN CALIFORNIA IN SPIRIT.** »

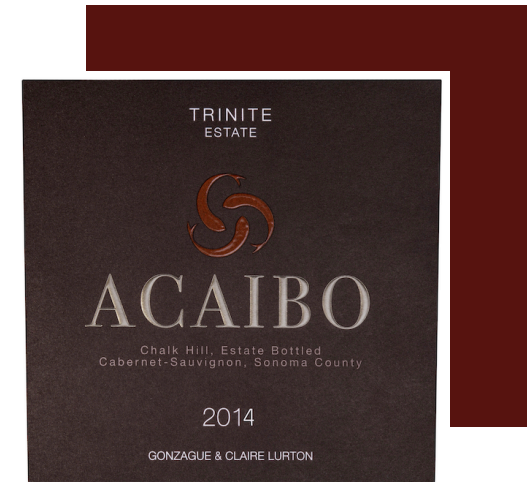
- HUGH JOHNSON, 2013 Vintage



**JAMES SUCKLING 93/100**

**WINE ADVOCATE 93/100**

**WINE ENTHUSIAST 92/100**



**JAMES SUCKLING 95/100**

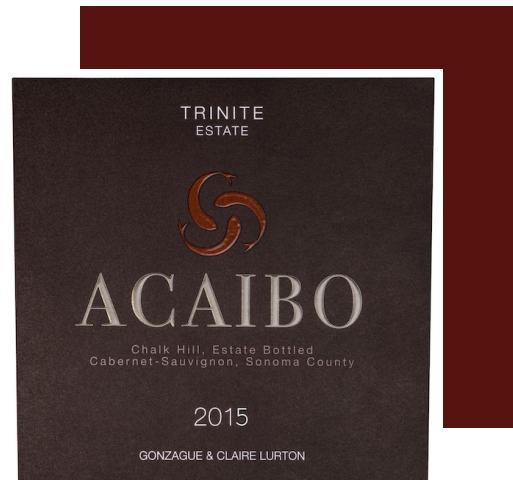
**THE WINE ENTHUSIAST 94/100**



## TOP RATINGS: 2015 AND 2016 VINTAGES

« **SO SUPPLE. LOVELY NOW.** »

- DECANTER (Jane Anson), 2015 Vintage

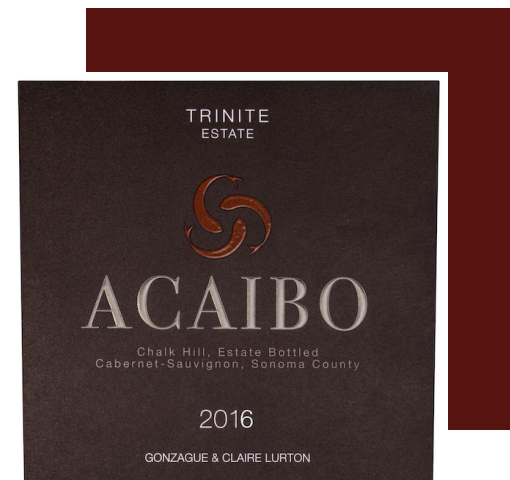


**JAMES SUCKLING 95/100**

**DECANTER (Jane Anson) 94/100**

« **CREAMY TEXTURE. DELICIOUS.** »

- JAMES SUCKLING, 2016 Vintage



**JAMES SUCKLING 94/100**

**WINE ADVOCATE 93/20**

**WINE ENTHUSIAST 90/100**

# VINTAGES INTRODUCTION





TRINITÉ ESTATE IS LOCATED IN **SONOMA VALLEY**, IN THE HEART OF **VOLCANIC AND MOUNTAIN LANDSCAPES OF CALIFORNIA**.

**ACAIBO, PRESTIGE CUVÉE, COMBINES BORDEAUX TRADITION WITH THE SOLAR AND ENERGETICAL PERSONALITY OF SONOMA.**



## GENERAL AND TECHNICAL DESCRIPTION



**AVA:** SONOMA COUNTY

**SURFACE OF THE VINEYARD:** 24 ACRES



**SOIL:** VOLCANIC ASH, CLAY

**ORGANIC FARMING**



**HARVESTING RECEPTION:** : STATE OF THE ART RECEPTION LINE WITH VIBRATING TABLES THROUGHOUT TO MINIMIZE IMPACT. BERRIES ARE METICULOUSLY SORTED BY HAND AND THE ADVANCED « MISTRAL » WIND SYSTEM LEAVING ONLY THE HIGHEST IN QUALITY.

**VINIFICATION :** THERMO REGULATED STAINLESS STEEL TANKS



**OWNERS:** GONZAGUE AND CLAIRE LURTON

**TECHNICAL DIRECTOR:** NICOLAS VONDERHEYDEN

**WINEMAKING CONSULTANT:** ÉRIC BOISSENOT

## ACAIBO 2012



**Blending:** Cabernet Sauvignon 46 %, Merlot 53 %, Cabernet Franc 1%



**Aging:** 18 months in french oak barrels (70% in new barrels)

### Tasting notes:



The bouquet offers a combination of floral notes, spices, red fruits and earthy undertones.

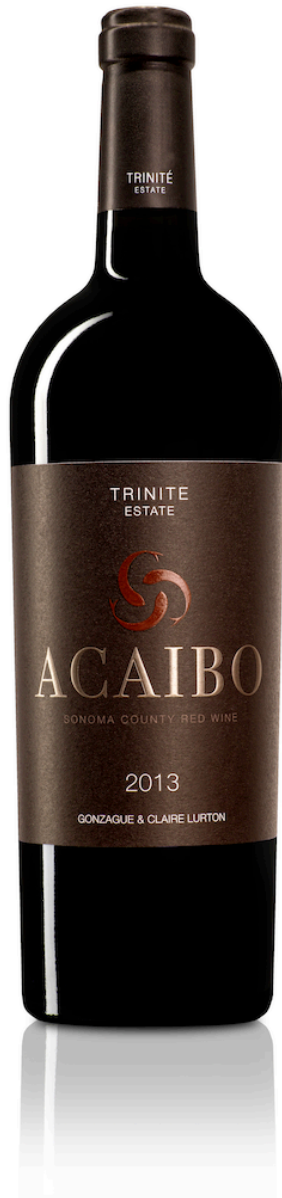
On the palate, there is a balance between richness, finesse, freshness and power. Wine is voluptuous and smooth with finely textured tannins.

Wine peak: from 2017.

GENEROUS AND INTENSE, ACAIBO 2012 OFFERS AN ELEGANT COMBINATION OF FLORAL NOTES AND SPICES. WILD SONOMA IN A BOTTLE.







## ACAIBO 2013



**Blending:** Cabernet Sauvignon 56%, Merlot 34%, Cabernet Franc 10%



**Aging:** 18 months in french oak barrels (80% in new barrels)



**Tasting notes:**

Elegant nose, with floral (violet) notes, spices and black fruits. Great balance on the palate, between power and finesse. Wine peak: from 2019

SEDUCING VINTAGE. CRISP AND INVIGORATING AT FIRST, THEN MORE PLUMMY. VOLUPTUOUS WINE, PAYING TRIBUTE TO CALIFORNIA!

## ACAIBO 2014



**Blending:** Cabernet Sauvignon 85%, Cabernet Franc 9%, Merlot 6%



**Aging:** 16 months in french oak barrels (80% in new barrels)



**Tasting notes:**

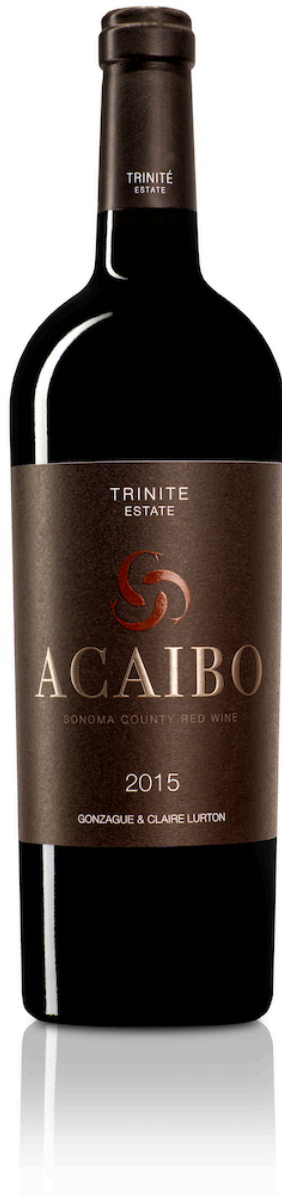
Subtle nose, aromas of oak and fresh berries.

Powerful and crisp on the palate. Plummy aromas and spices.

Wine peak: from 2019

GEORGIOUSLY HARMONIZED WINE, OF WONDERFULL  
FRUIT, POWER AND AUTHENTICITY. THE PUREST  
ACAIBO STYLE.





## ACAIBO 2015



**Blending:** Cabernet Sauvignon 74%, Cabernet Franc 20%, Merlot 6%



**Aging:** 18 months in french oak barrels (70% in new barrels)

### **Tasting notes:**



Rich and smooth. Fruity on the palate: the blueberry and bilberry floavours are vibrant and generous, set in relief against eucalyptus.

Wine peak: from 2020

VIBRANT AND SOLAR VINTAGE. A WONDERFUL MIX OF FRESHNESS, SOFTNESS AND PUR FRUIT RESPECT.

## ACAIBO 2016



**Blending:** Cabernet Sauvignon 72%, Merlot 18%, Cabernet Franc 10%



**Aging:** 16 months in french oak barrels (70% in new barrels)

### **Tasting notes:**



Inky colored wine.

Fruity and floral nose: aromas of ripe black fruits harmoniously mixed with hints of blueberries.

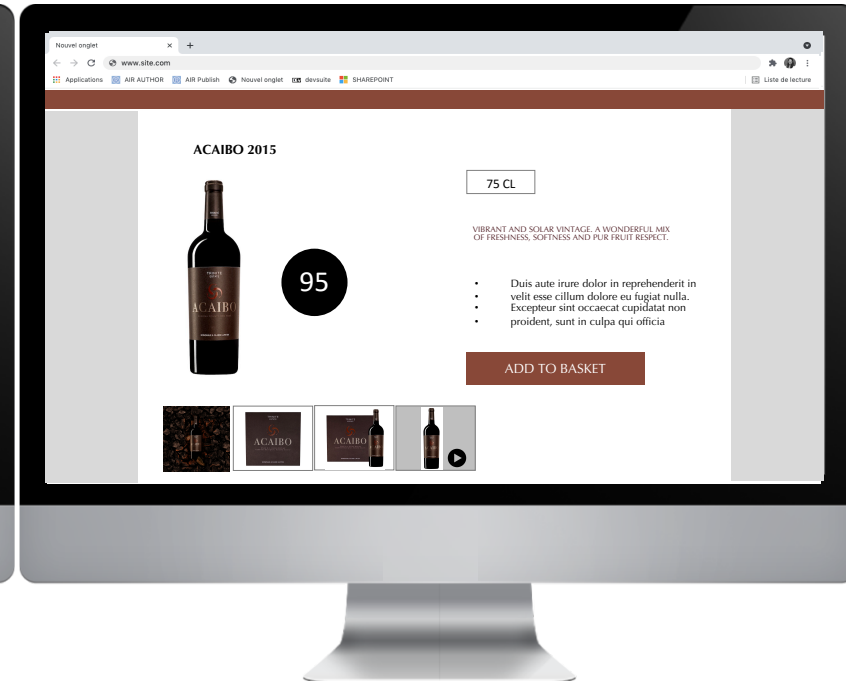
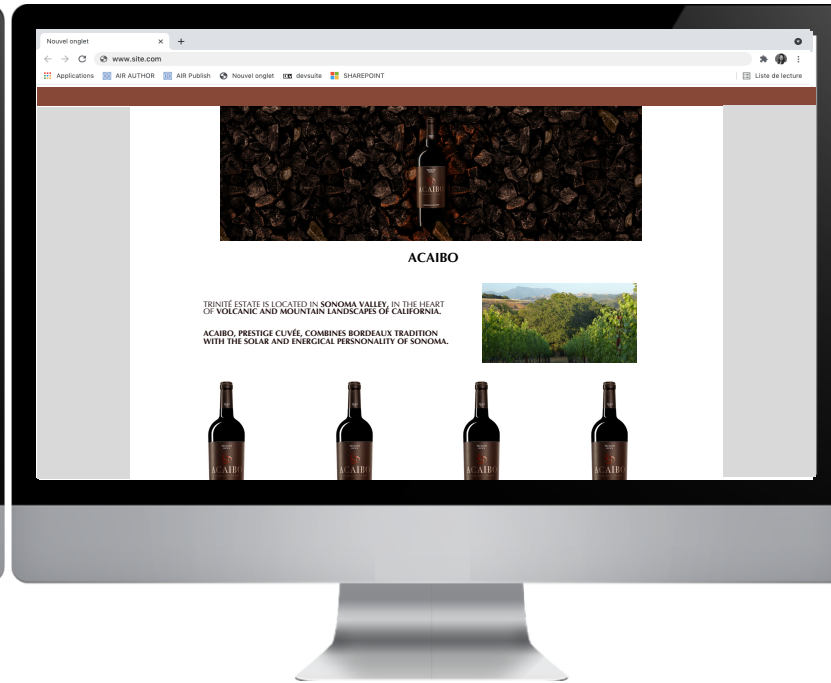
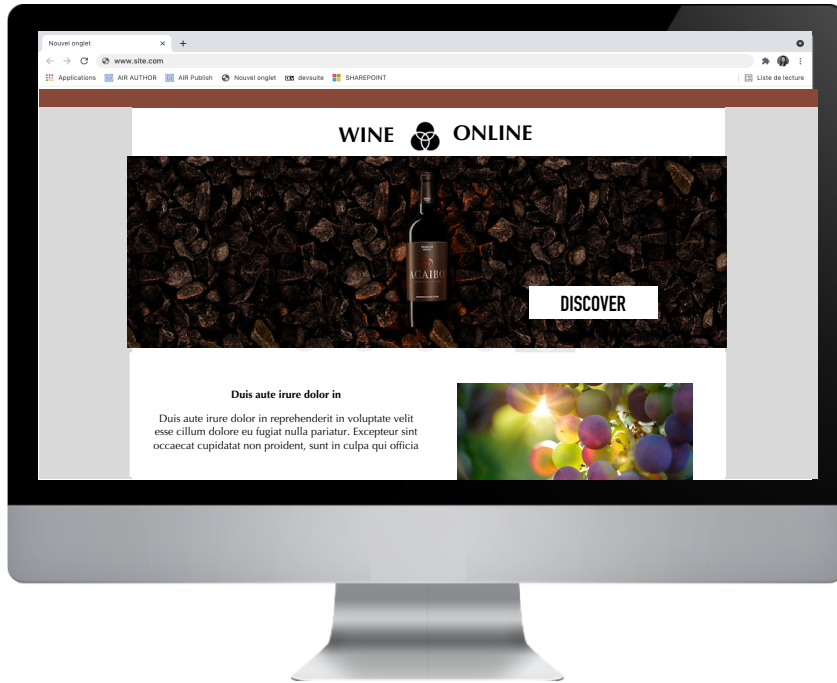
Nice minerality on the palate. A dense wine with firm and silky tannins.



ACAIBO 2016 IS AN HARMONIOUS AND COMPLEX VINTAGE, WITH FRUITY AND FLORAL AROMAS. A CHARMING SILKY TEXTURE.

# **DIGITAL ACTIVATIONS**

# IMPACTING VISIBILITY FROM HOMEPAGE - INSTITUTIONAL VISIBILITY



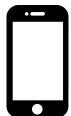
HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

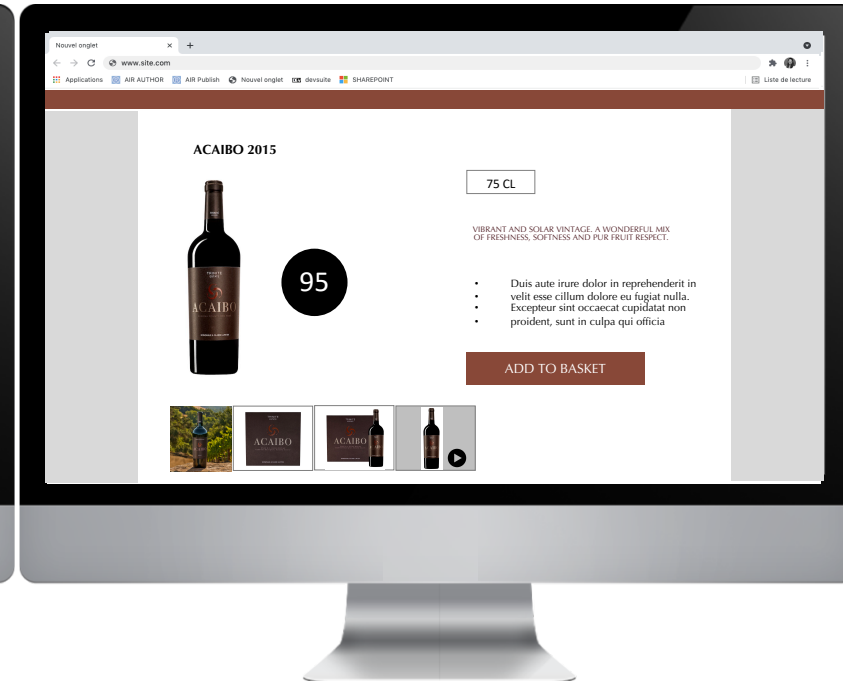
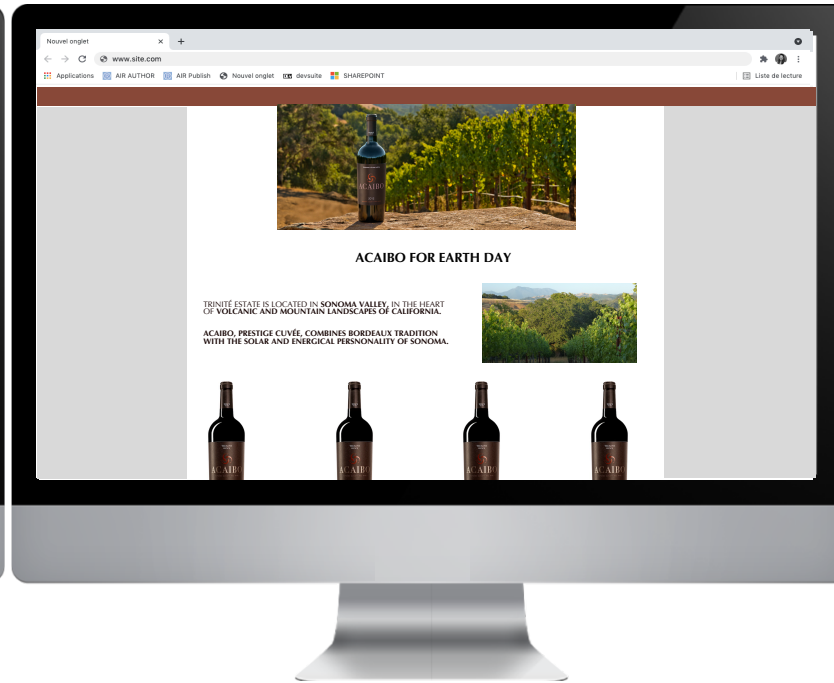
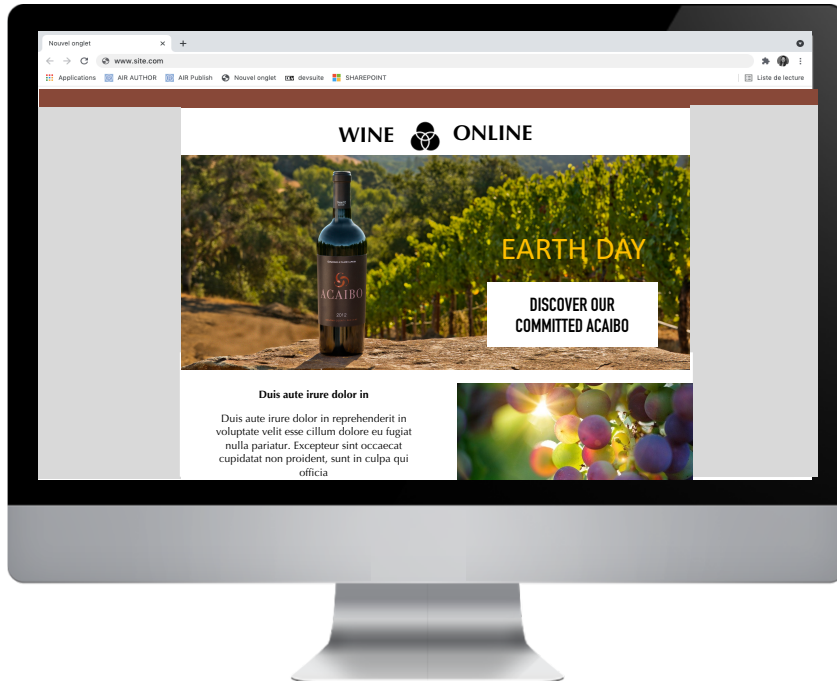
LANDING PAGE

PRODUCT PAGE

(!) Responsive



# IMPACTING VISIBILITY FROM HOMEPAGE - SEASONAL VISIBILITY (EX. EARTH DAY)



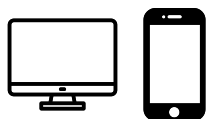
HIGHLIGHTING KEY INFORMATION DURING ALL ONLINE CUSTOMER JOURNEY, TO OPTIMIZE CONVERSION

HOMEPAGE - BANNER

LANDING PAGE

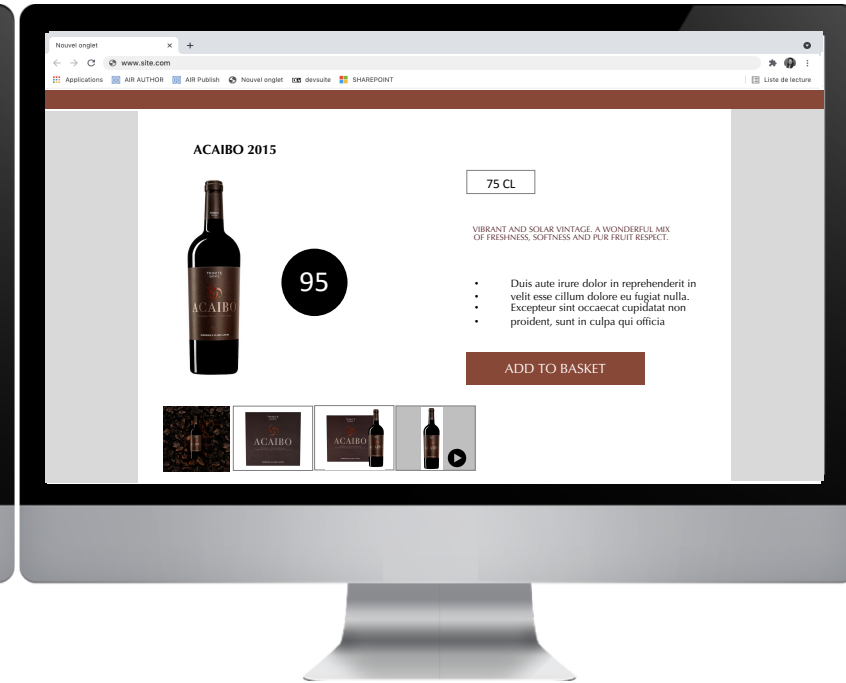
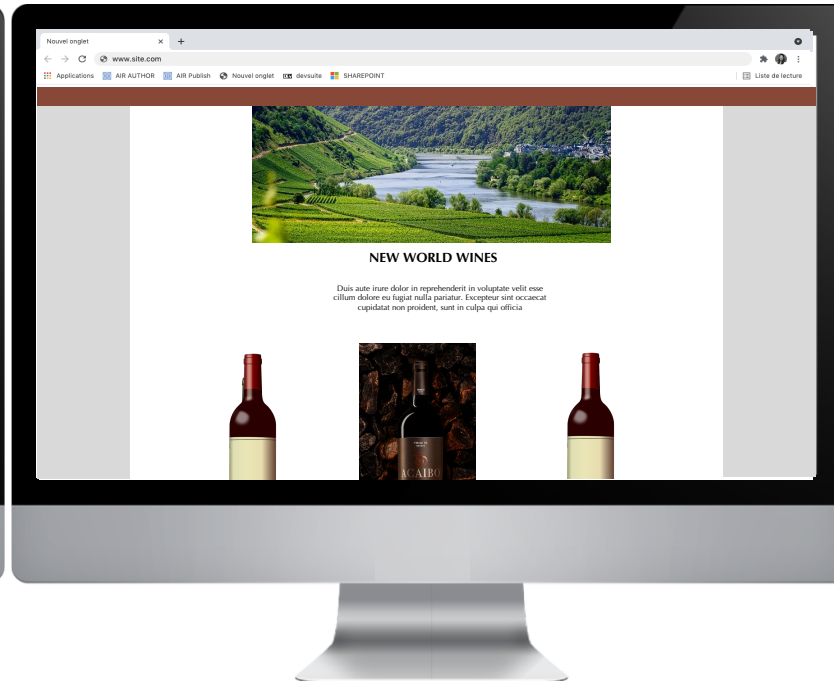
PRODUCT PAGE

(!) Responsive



# MODERATE VISIBILITY: INTEGRATED IN A MULTI BRANDS COLLECTION

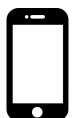
EX. NEW WORLD WINES SELECTION



HOMEPAGE: MULTI BRANDS COLLECTION

LANDING PAGE: OPTIMIZE ATTRACTIVENESS OF THE PRODUCT THANKS TO KEY VISUALS

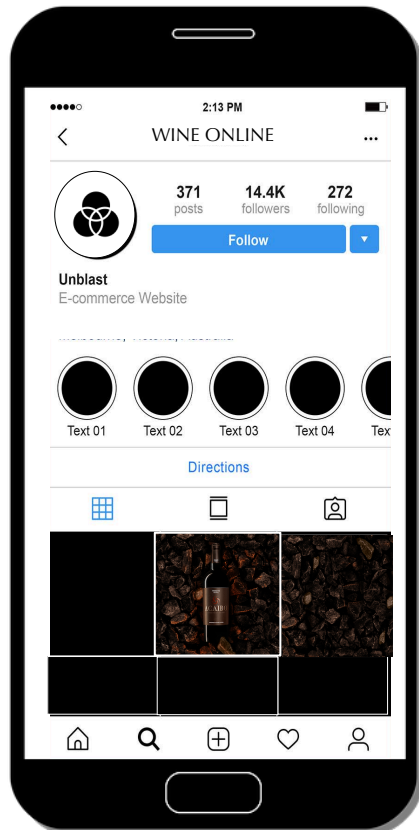
CLEAR AND COMPLETE PRODUCT PAGE TO IMPROVE CONVERSION EFFECTIVENESS



(!) Responsive



# CORRESPONDING AND COMPLEMENTARY VISIBILITY: NEWSLETTER, SOCIAL NETWORKS, DIGITAL PRESS



Wine Spectator

Decanter

WINEENTHUSIAST



**Acaibo – beautiful Bordeaux and California mix!**

29 MARS 2021

Trinité Estate is located in sonoma valley, in the heart of volcanic and mountain landscapes of california.

Acaibo, prestige cuvée, combines bordeaux tradition with the solar and energeral personality of sonoma.



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22 MARS 2021

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**Lorem ipsum dolor sit amet, consecte Lorem ipsum dolor sit amet, consecte ipsum dolor sit amet, consecte**

15 MARS 2021

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