



QUAILS'GATE
field & flight

INTRODUCING FIELD & FLIGHT

Field & Flight wines are a daring adventure into uncharted territories. We've explored some of the best grape-growing regions throughout the Cascadia corridor to craft wines that deliver on flavour & discovery.



WINES CRAFTED FOR THE CURIOUS

WINES:

Pinot Gris, Chardonnay, Pinot Noir, Cabernet Sauvignon

BENEFITS:

An opportunity to reach the millennial consumer through the exploration of wines from Washington, Oregon, and California with the promise of quality and value that only Quails' Gate can deliver.

CHANNEL:

Casual dining, BCLS, LRS, Grocery

OCCASION:

Cooking at home, Socializing with Friends.

SHELVING:

On-shelf adjacent to the varietal competitive set within the Bottled in BC category.



PINOT GRIS

PLACE: Farmed in Washington & California.

PROFILE: Fresh aromatics & zesty palate.

“This Pinot Gris has a tropical, textural welcome dripping with pineapple and stone fruit. These soft beginnings are balanced by an acidity-induced citrus sensation creating a fresh and puckery finish. In a word? Refreshing.”

FOOD: Best served chilled with a fresh summer salad.

MOOD: Magic hour lighting and a side of Frank Ocean.

ELEMENTS: TA 7.15 | PH 3.45 | RS 3.1 | ALC 13%



2023 CHARDONNAY

PLACE: Farmed in California.

PROFILE: Alluring aromatics & bright palate.

“Diffusing a delicate blend of citrus blossom and honeysuckle, this Chardonnay is giving California summer breeze. The alluring aromatics are chased with crisp flavours of pear, yellow apple and a mineral-driven salinity. In a word? Coastal!”

FOOD: A platter of fresh sashimi.

MOOD: Served seaside at sunset.

ELEMENTS: TA 6.31 | PH 3.43 | RS 1.1 | ALC 13.5%



2023 PINOT NOIR

PLACE: Farmed in Oregon.

PROFILE: Lush aromatics & complex palate.

“This Pinot Noir has it all! Crunchy red fruit, cool florality, and the kind of savoury finish that only Oregon dirt can deliver. This is a wine you bring home to meet your mother. In a word? Dreamy.”

FOOD: A bowl of cherries. A pot of Risotto. A good book.

MOOD: Don't make it complicated.

ELEMENTS: TA 5.49 | PH 3.64 | RS 0.4 | ALC 13%



2022 CABERNET SAUVIGNON

PLACE: Farmed in California.

PROFILE: Full, concentrated & long finish.

“This big, bold California Cabernet is not afraid to show you its soft side. A gentle giant brimming with dark fruit flavours, great structure and just the right amount of oak. In a word? Intentional.”

FOOD: Turn up the music and light up the BBQ.

MOOD: This wine is here for a good time.

ELEMENTS : TA 6.47 | PH 3.71 | RS 1.7 | ALC 14%



VANCOUVER •

SEATTLE •

PORTLAND •

CASCADIA CORRIDOR

EUREKA •

ASSETS

POS SUITE



Shelf talker



Neck tag

Backer card



Poster

SELL SHEET

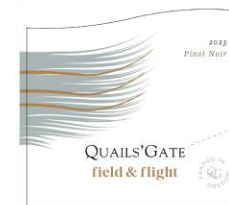
Wines Crafted For 'The Curious

Our Field & Flight collection of wines are a daring adventure into uncharted territories. We've explored some of the best grape-growing regions throughout the Cascadia corridor to craft wines that deliver on flavour & discovery.

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BENEFITS:	An opportunity to reach the millennial consumer through the exploration of wines from Washington, Oregon, and California with the promise of quality and value that only Quails' Gate can deliver.
CHANNEL:	Casual dining, BCLS, LRS, grocery
OCCASION:	Cooking at home, socializing with friends.
SHELVING:	On-shelf adjacent to the varietal competitive set within the Canada category.
BC CONTESTING:	Celebrating the art of exploring places near and far with an escape into the trees at The Treehouse. This prize (valued at \$5000) includes travel, a two-night stay and a 4-piece set of Monos luggage.



PINOT NOIR:	UPC: 778856023203 SCC: 10778856023203	\$17.91	\$214.92
CABERNET SAUVIGNON:	UPC: 778856023223 SCC: 10778856023223	\$19.47	\$233.64
PACKAGING: 12 x 750ml LTO: \$2 off Dec 2024 / March 2025			
AVAILABLE TO SHIP SEPTEMBER 3, 2024			



Strong varietal and vintage call out

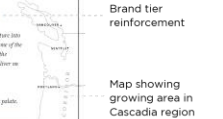
Brand recognition as promise of quality

Clear state of origin watermark

field & flight

Field & Flight series are a daring adventure into uncharted territories. We've explored some of the best grape-growing regions throughout the Cascadia corridor to craft wines that deliver on flavour & discovery.

PLACE: Pinot Gris in Oregon, Pinot Noir in California, Cabernet Sauvignon in Washington.



Brand tier reinforcement

Map showing growing area in Cascadia region

PRICING

WHOLESALE PRICING	BC		AB		SK	
	BOTTLE	CASE	BOTTLE	CASE	BOTTLE	CASE
PINOT GRIS UPC: 778856023435 SCC: 10778856023432	\$15.57	\$186.84	\$15.99	\$191.88	\$17.00	\$204.00
CHARDONNAY UPC: 778856023015 SCC: 10778856023012	\$17.91	\$214.92	\$17.99	\$215.88	\$19.00	\$228.00
PINOT NOIR UPC: 778856023203 SCC: 10778856023203	\$17.91	\$214.92	\$17.99	\$215.88	\$19.00	\$228.00
CABERNET SAUVIGNON UPC: 778856023223 SCC: 10778856023223	\$19.47	\$233.64	\$19.99	\$239.88	\$21.00	\$252.00



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• EUREKA

