

# SPANISH KILLER WINE



Your Solution  
to wine  
business

# SPANISH KILLER WINE

THE SOLUTION TO YOUR WINE BUSINESS

Providing strong unique selling proposition to stand apart from competitors

## Challenges in Current Wine Business

- Your products are no different from others, your price is at the mercy of your customers
- Your product does not attract your existing customers anymore, left alone new customers
- Low customer loyalty, and you don't have any products or price to secure them
- Your good-selling products are immediately imitated by opponents
- The winery sells to everybody with no intention of keeping the market order

## **INCREDIBLE VALUE**

Its price rivals regular wines



+

## **FAMOUS WINERY**

Bodegas Aljibes



## **QUALITY WINE**

90 points high score

+

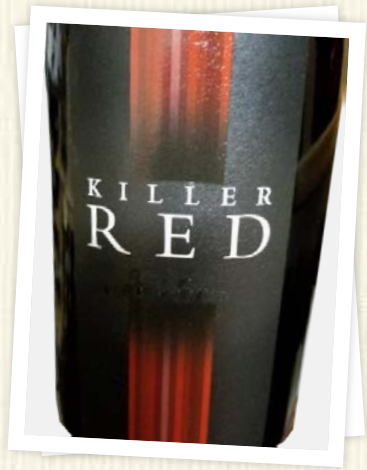
## **DISTINCTIVE LOOK**

In a patented 1.2 Kg bottle  
from France



# WHAT CONSTITUTES A KILLER WINE

The Birth of the Killer wine



# Our Killer Wine

100% MEETS THE KILLER WINE CRITERIA

## **DISTINCTIVE APPEARANCE**

1.2 kg heavy weight French wine bottle with design patent. The distinctive tall and wide shoulders are to amaze customers. Our bottle stands out among similar heavy bottles from Chile, South Africa, Italy and others.

## **HIGH QUALITY WINE**

VA wine had received a 90 Parker score for its 2009 vintage. The entire winery series has a Parker score of 90 and above. VA is popular and sells well around the world.

## **INCREDIBLE VALUE (VERY HIGH C/P VALUE)**

Armed with its very high value of both tangible and intangible, the killer wine can easily outsell other wines of the same or even lower caliber.

## **FROM FAMOUS WINERY**

ALJIBES is well-known internationally, and its products sell well in numerous countries. Their wine is known as the most modern wine in Spain and is a new star of Spanish wine.



# WHY OUR KILLER WINE DIFFICULT TO BE COPIED

- Well-known wineries usually do not make special wines for a certain market, but ALJIBES winery has made killer wines for the first time in history, taking the risks of affecting its other wines
- The winery uses 1.2 kg overweight patented bottles from France. The bottle has distinctive high shoulders which stand out from other heavy bottles on the market and is hard to come by .
- A wine different from traditional Spanish wine was selected for the killer wine. VA uses Bordeaux grape but blends with Spanish grapes to make a unique modern wine that fits squarely with the new generation of red wine drinkers who prefer ripe taste, fruity aroma, soft tannin, low acidity and its great for the modern diets that are lighter, less fat and less red meat.
- Compared with winery's other wines, the price of the killer wine is unbelievably low (so-called anchoring effect), and its minuscule profits will make any "well-known" wineries shy away from doing the same thing because it does not pay.
- To compete or copy our killer wine, you need to have a high quality, high score yet different wine, then a rare-find and hard to come by French bottle, finally selling for a minuscule profit... it is an incredible feat.

# POWER OF KILLER WINE

## ❖ KILLER WINE ALLOWS YOU TO CONSOLIDATE YOUR EXISTING CUSTOMERS

- Still worrying that there is no special product to entice customers to keep their business? can only rely on the price? now you can rely on killer wine.
- Killer wine is so special that your customers can only buy it from you, and you are in control.

## ❖ KILLER WINE MAKES IT EASY FOR YOU TO FIND NEW CUSTOMERS

- Introduce killer wine to new customers, or potential customers who have never bought from you, and you will be surprised by their positive reaction and interest.
- Killer wine has brought many new customers to our company in a short period of time.
- Killer wine is your weapon to not only develop new customers, but gives you the opportunity to show and sell your other products to these new customers.

## ❖ KILLER WINE CAN GROW YOUR COMPANY'S PROFITS

- The profit of killer wine is substantially higher than your other wines due to few or no competition and its incredibly high value of tangible and intangible.
- You want to show the tangible and intangible VALUE of the killer wine to your customers in order to sell at higher prices. The tangible value : higher selling price/ extraordinary French bottles/high profits etc, and the intangible value: easier to sell / used it to find new customers / can consolidate old customers etc.

# THE WINERY

- Known to produce the most modern Spanish wine, but differs itself from the modern wines of the New World
- The characteristics of modern wine are: ripe taste, fruity aroma, soft tannin, low acidity, easy to be accepted and welcomed by the new generation of red wine drinkers. At the same time, it is more in line with modern diets that are lighter, less fat and less red meat.
- A blend of traditional Bordeaux grapes with the addition of non-traditional Bordeaux grapes to make the flavor richer and more unique
- Jay Miller (Wine Critic from Robert Parker ) once hailed Aljibes winery as a rising star in Spanish wine
- 4 wines in the series are rated above 90 by Parker
- VA is an entry-level series with dry red, dry white and rose, which are popular all over the world, and the dry white VA Blanco won the title of "Best liquor in Spain" in 2010, which is loved by women
- The top SELECTUS' striking portrait label was designed by acclaimed Spanish artist Oscar Mariné Brandi. He has helped design artwork for many famous musicians and films. SELECTUS represents Aljibes' unique and artistic nature

BODEGA  
LOS ALJIBES



# THE WINE

## VIÑA ALJIBES RED 2016

*Varieties:* Cabernet Sauvignon (45%), Tempranillo (45%) and Petit Verdot (10%).

*Vinification:* The grapes of this wine are picked by mechanical harvester by night, in order to control the temperature.

*Ageing:* It has been aged for 4 months in french oak.

*Food pairing:* Fried egg with smoked loin. Game.

*Serving Temperature:* 14° - 16° C

*Appellation:* Vino de la Tierra de Castilla

*Alcohol:* 13,5 %

This full bodied wine exhibits a deep cherry colour, rich aromas with hints of coffee against a background of blackberry and soft and well balanced palate.

**90 Points**, James Suckling 2017.

**85 Points**, Stephen Tanzer 2012.

**VA Red 2009, 90 Parker Points**,  
The Wine Advocate, 2011

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Sauvignon  
Tempranillo  
Petit Verdot

Rich aroma  
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90 Points  
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Points  
,vintage 2009





# BODEGA LOS ALJIBES

