



# A AUSTERITY

## SIMPLY ELEVATED

### — Chef & Winemaker Dinner Series —

Gather round the table to experience our second annual  
food and wine pairing journey



# AUSTERITY



## Second Annual Chef & Winemaker Dinner Series

Austerity is again partnering with FeedFeed, a crowd-sourced digital cooking publication and community with over 1.3M followers, to host SIMPLY ELEVATED, a series of Chef and Winemaker Dinners in top media markets. This is an opportunity to **drive PR impressions across the country**. The dinners will run February through April and highlight high-quality, simple ingredients paired with our Pinot Noir, Cabernet Sauvignon and Chardonnay.



## PLUS! A CONSUMER TEXT TO WIN CONTEST

Consumers can also experience SIMPLY ELEVATED via Austerity's first ever Text to Win Contest. The grand prize is an **Ultimate Culinary Kit valued at \$1,000** (which includes a wooden cutting board & cheese board, Williams Sonoma Gift Card, Austerity wine opener & merchandise, a gift card for healthy food and FeedFeed recipes). This contest runs from February to April will be promoted through in-store printed POS, social media and the brand website.



DOUBLE-SIDED CASE CARD

CASE TUCKER

TEXT TO WIN HANGTAG

ON-PREMISE PAIRING BOOKLET

## Austerity Awards & Honors

Austerity wines have been the recipient of many prestigious awards and accolades. We've been honored with multiple Gold Medals and Best Buy ratings, which reflect our commitment to creating an affordable luxury wine.

**2015 CABERNET SAUVIGNON**  
Gold, San Francisco Chronicle Wine Competition

**2015 PINOT NOIR**  
93 Points, Gold, SF International Wine Competition

**2014 CABERNET SAUVIGNON**  
Best of Class, San Francisco Chronicle Wine Competition  
Gold, Los Angeles International Wine Competition

**2016 CHARDONNAY**  
Gold, San Francisco Chronicle Wine Competition  
Silver, New York International Wine Competition



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