

## SIMPLY ELEVATED

Chef & Winemaker Dinner Series

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







## 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. feedfeed









## **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.

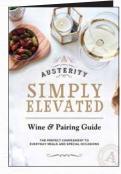




CASE TUCKER



TEXT TO WIN



ON-PREMISE

## 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

2014 CABERNET SAUVIGNON

Best of Class, San Francisco Chronicle Wine Competition Gold, Los Angeles International Wine Competition

2015 PINOT NOIR

93 Points, Gold, SF International Wine Competition

2016 CHARDONNAY

Gold, San Francisco Chronicle Wine Competition Silver, New York International Wine Competition

