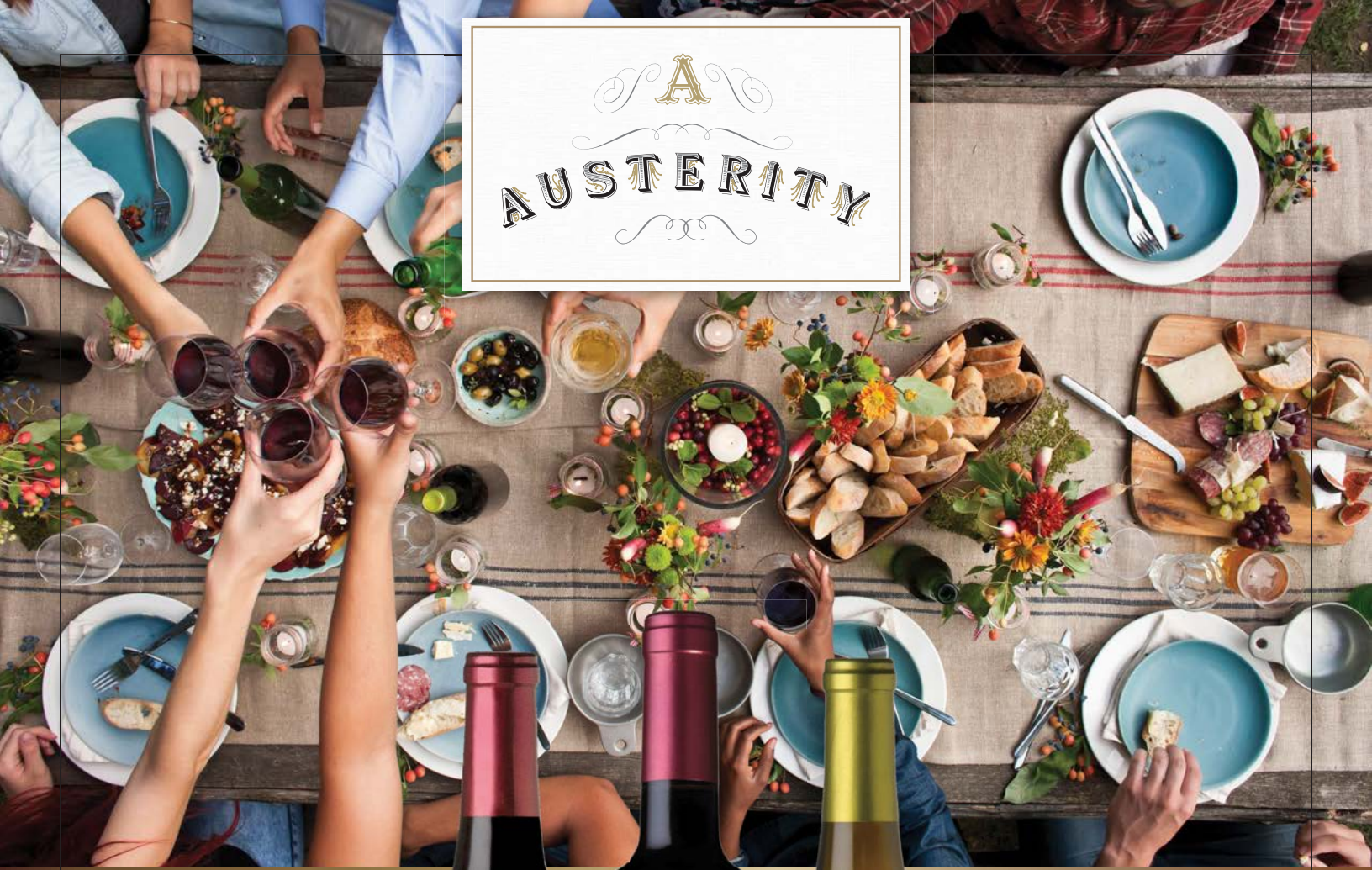


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AUSTERITY



Austerity Chef & Winemaker Dinner Series

# SIMPLY ELEVATED

AN AUTHENTIC FOOD AND WINE EXPERIENCE

2017 Q1 Program



# AUSTERITY

## Austerity Chef & Winemaker Dinner Series

Austerity is partnering with FeedFeed, a crowd-sourced digital cooking publication and community with over 1M followers, to host SIMPLY ELEVATED, a series of Chef and Winemaker Dinners in **New York, Chicago** and **Los Angeles**. The dinners will highlight high-quality, simple ingredients paired with Austerity Pinot Noir, Cabernet Sauvignon and Chardonnay.

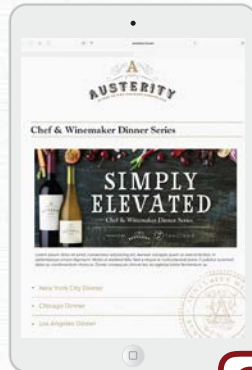
Sourcing from up-and-coming Central Coast AVAs costs less and gives Austerity all the character demanded from premier appellations. Our limited case production wines are expressive and fruit-forward at an exceptional value, making them the perfect pairing for culinary dinners or special occasions.



### MARKETING SUPPORT



CASE TUCKER



CUSTOM WEB PAGE & SOCIAL MEDIA



IRC & MIR HANG TAGS

### SIMPLY ELEVATED MULTI-CITY DINNER SERIES



MARCH THROUGH APRIL

### 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 reflects our commitment to creating an affordable luxury wine.

#### 2014 ARROYO SECO CHARDONNAY

- Double Gold - Rodeo Uncorked Int'l Wine Competition
- Gold - San Francisco Chronicle Wine Competition
- Best Buy, 89 Points - Beverage Testing Institute

#### 2014 PASO ROBLES CABERNET SAUVIGNON

- Best of Class - San Francisco Chronicle Wine Competition

#### 2013 SANTA LUCIA HIGHLANDS PINOT NOIR

- Double Gold, 94 Points - SF Int'l Wine Competition
- Gold - Rodeo Uncorked Int'l Wine Competition
- Gold, 91 Points - Los Angeles Int'l Wine Competition
- Gold, 91 Points - Wine Critics Challenge
- 89 Points - San Diego International Wine Competition



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