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# TEAMTalk: MEXICO

ROAD TRIP THROUGH CALIFORNIA BY  
WINE INVASION SERIES

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PRESENTING TO:

**Export Program Annual Meeting**  
July 23, 2024

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# ROAD TRIP THROUGH CALIFORNIA

## Why

- Wine is increasingly view as fashionable
- Final consumers (middle age) want to learn more
- Finding new customers for our importers: architects, youngsters, lawyers

## What

- Education
- How:
- Creative activities, fun and enjoyable



# JOIN US THROUGH A ROAD TRIP TO CALIFORNIA

- Logistics
- A group of top sommeliers (6 ) invited 6 top customers on two turns to live this road trip.
- Objective: know and taste some regions of California
- Have a fun in trying and discovering





CALIFORNIA WINES



CALIFORNIA WINES

# ROAD TRIP BY CALIFORNIA WINES







**THANK YOU!**





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