

### **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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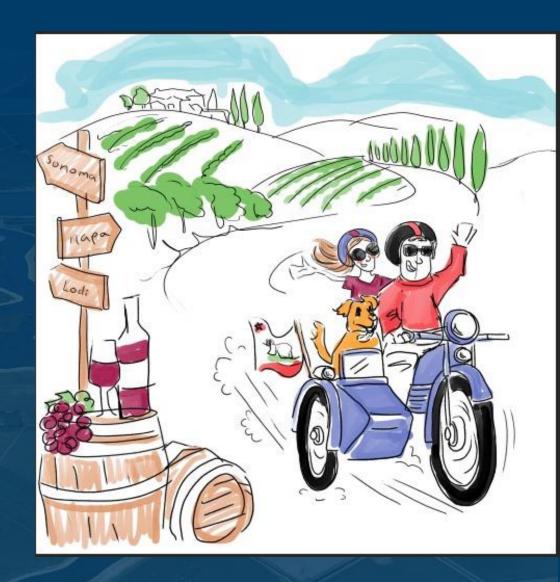
# ROAD TRIP THROUGH CALIFORNIA

#### 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









### **ROAD TRIP BY CALIFORNIA WINES**







