

THE ONLY PROGRAM DESIGNED TO

GROW *the* WHOLE CATEGORY

A RETAIL PLATFORM WITH MEASURABLE RESULTS

Come Over October™ for Albertsons



BROUGHT TO YOU BY

come
together

A COMMUNITY FOR WINE

What We're Seeing in the Market

We believe there's a real opportunity to build wine engagement around occasions — and we've built a program to help.



Volume Pressure

Total wine volume has declined for three consecutive years as consumers shift spend toward spirits, RTDs, and non-alc.



Promo Fatigue

Price promotions have trained shoppers to wait for deals, compressing margins and eroding brand equity across the shelf.



Occasions Gap

In our experience, occasion-driven programming that retailers can easily plug into creates stronger consumer engagement and drives incremental trips.

What are our wine advocacy campaigns?

Our campaigns are built to move the entire category.

01 Category First

Every message, every creative, every retail activation is designed to grow total wine engagement.

02 Occasion-Driven

Come Over October™ anchors wine to occasions and cultural moments consumers already care about — creating reasons to shop the aisle.

03 Retailer-Ready

We can provide turnkey programming with in-store radio, digital amplification, POS assets, and flexible participation for national chains and regional accounts alike.

Wine Group "A" x National Retailer "B"

Come Over October™ Retail Activation Case Study • October 2024



The Platform

A national multi-week activation anchored to the fall entertaining season — Halloween, harvest gatherings, and the lead-in to winter holidays.

In-store radio voiced by Karen MacNeil — author of *The Wine Bible* — creating credibility and purchase intent at the moment of decision.

600-store focus targeting upscale and mainstream *National Retailer B* shoppers, with 80%+ execution levels across featured items.

Occasion messaging spanning Fall Gatherings, Halloween, and Holiday Lead-In — offering multiple windows to feature wine across the season.

Activation Pillars



Planner

Featured items at 80%+ execution levels in participating stores



Occasion + Message

Fall get-togethers, Halloween, holiday lead-in



Price Support

Wine Group A pricing initiatives countered prior-year increases

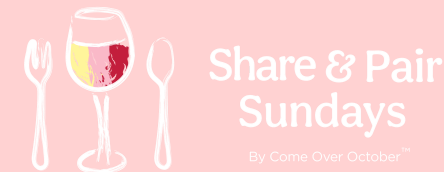


In-Store Media

Karen MacNeil radio spots at point of sale across the retailer network

Wine Group "A" x National Retailer "B"

Share & Pair Sundays™ Retail Activation Case Study • April 2025



An Invitation to Gather

Our sister campaign *Share & Pair Sundays* runs every spring.

Karen MacNeil — bestselling author of *The Wine Bible* — voices the campaign's in-store radio to shoppers at the moment of purchase. The message is simple and emotionally resonant: wine has been bringing people together for over 8,000 years. *Share & Pair Sundays* gives consumers a culturally relevant occasion (spring, Easter, Sunday gatherings) and a reason to trade up.

From the Radio Script:

"Please visit the wine aisle right now for a bottle of SKU 1, SKU 2 or SKU 3 wines. These are great wines for Spring and Easter get-togethers or for a long overdue catch up with friends... enjoy Spring!"

— Karen MacNeil, author, *The Wine Bible*

What We've Seen Resonate



Basket Building

In our experience, food-and-wine pairing prompts can lift basket size beyond a single bottle purchase.



Weekly Cadence

The Sunday occasion gives weekly shopper marketing content hooks throughout the season.



At-Shelf Authority

Karen MacNeil's credibility at point of sale can help move a browsing shopper toward a purchase decision.



Cross-Supplier

Category framing allows multiple supplier partners to participate under one program.

Proof of Scale



Retailer B x Wine Group A • Come Over October™ • 600-Store National Activation

Brand Sales Lift vs. Total Retail (Come Over October Stores)		
	Total Stores	COO Stores Only
SKU 1	+13.40%	+18.90%
SKU 2	-1.77%	+4.50%
SKU 3	-3.42%	+7.30%

● ALL ITEMS OUTPERFORMED THE TOTAL WINE CATEGORY (ALL STORES)

600

Stores Activated

+10.72%

Peak Sales Variance

80%+

Execution Rate

What Made It Work

- 80%+ in-store execution across 600 stores
- Karen MacNeil in-store radio at POS
- Occasion-linked messaging vs. price-only
- Wine Group A pricing countered prior-year increases
- Featured items in retailer planner

Media Performance



Share & Pair Sundays™ • Retailer B Network • April 2025 • Source: Vibenomics / Mood Media

Example Market Focus: Colorado		National Retailer B Network	
Impressions Ordered	333,334	Impressions Ordered	3,641,667
Impressions Delivered	447,806	Impressions Delivered	4,496,674
Over-Delivery	+34%	Over-Delivery	+23%
Media Ordered	\$5,000	Media Ordered	\$47,500
Media Served	\$6,712	Media Served	\$58,636
Bonus Value	\$1,712	Bonus Value	\$11,136

Both campaigns over-delivered on guaranteed impressions — providing bonus media value at no additional cost to participating suppliers.

How We Believe We Can Add Value



We believe Come Over October can offer sales teams a different kind of conversation with national and regional accounts — one built around growing the entire wine category.



Unlock Broader Placements

In our *National Retailer B* activation, category programming helped open conversations around larger displays and broader shelf presence. We hope to help create similar opportunities for your team.



Multi-Supplier Revenue

Our campaigns are designed to welcome multiple supplier partners — which we believe could offer a revenue increase opportunity to entire portfolios.



A Story Retailers Want to Hear

We've seen national account buyers respond well to a category-growth narrative. We believe we can bring this messaging (and its impact) to more retailers around the country.



Turnkey Execution

We aim to do the heavy lifting — creative, POS, digital assets, and sell-in materials ready before your reps walk in the door, so activating an account is as simple as possible.

What We Can Offer Retailers



Seasonal platforms designed to give retailers a reason to feature wine beyond the price-per-bottle conversation.

Category Revenue Potential

Measurable lift vs. store average — proven at *National Retailer B* across 600 stores

Larger baskets through occasion- and food-pairing prompts

Repeat visit cadence tied to weekly and seasonal occasions

Simplified Execution

Turn-key programming can be provided with radio creative, POS, and digital assets ready to deploy

Retailer-branded or co-branded versions can be made available

We coordinate with your field team on local execution and delivery

A Richer Story

Karen MacNeil as trusted consumer authority — not a brand spokesperson

Cultural messaging creates emotional connection vs. features-and-benefits

Media coverage and digital amplification reinforces store programming externally

In the Wine Group A case study, participating National Retailer B accounts saw all three featured brands outperform total retailer wine category benchmarks during COO

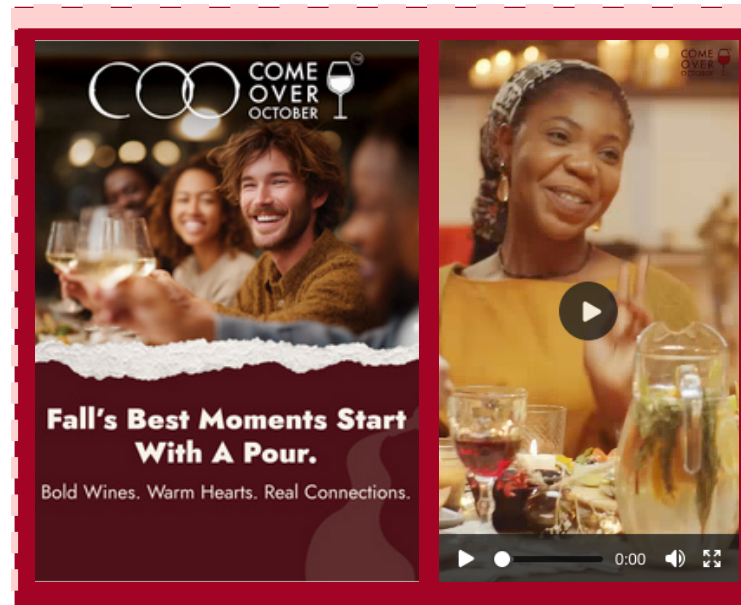
Turnkey Assets. Ready to Deploy.

We can work with every participating retailer and wholesale team to design the perfect creative suite.



POS & Signage

Shelf talkers, aisle disruptors, floor displays, and seasonal signage kits



Digital & Social

Campaign graphics, digital circular assets, and social media ready content



Sell-In Tools

Retailer-facing decks, talking points, and category data for account conversations

Let's Build This Together.



Come Over October is ready to partner with you to bring scalable, occasion-driven wine programming to your national and regional retail accounts.



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