



# Mercer Family Vineyards – Reserves Brand Standards

Mercer Family  
Vineyards  
Reserves



	Cabernet Sauvignon	Brothers Blend
FOB	\$132	\$132
Frontline	\$24.99	\$24.99
Feature	\$19.99	\$19.99
BTG	\$15.00	\$15.00
Competitive Set	Justin, Educated Guess, Mondavi, Intrinsic	Justin, Educated Guess, Mondavi, Intrinsic
Off Premise	80%	80%
On Premise	20%	20%
Recent Accolades	Not yet Rated	Not yet Rated