

HARVEYS®

— SOLERA SHERRY —

BLEND OF AMONTILLADOS
• MEDIUM DRY •

A NEW CHOICE FOR SHERRY LOVERS

Introducing Harveys Medium Dry, a drier Sherry
from the makers of Harveys Bristol Cream

Harveys Solera Sherry Medium Dry is a success in the UK and now it's coming to the US for the first time. Just like The Bristol Cream, it has a Royal Warrant from the Queen since 1895, the only Spanish brand with this honor. Perfect with nuts, cheese, pâtés, spicy dishes or on its own. With less sugar and moderate alcohol, it's ideal for low-proof cocktails as well.

FEATURE	BENEFIT
A new Sherry from Harveys, the #1 Sherry in the US and the World, established 1882	The association to the trusted leader in the category will drive consumer trial and shelf presence
Drier than Bristol Cream with high proportion of Amontillado Sherry	Will appeal to new, younger consumers; and an alternative for Bristol Cream drinkers
Thermographic label: Harveys logo turns blue when properly chilled	Reinforces to consumers to enjoy either Harveys chilled
Medium Sherry has grown from 8% to 26% of Sherry category in 10 years	Significant growth opportunity in a underdeveloped category
PR trade and consumer campaign, social media ads and emails to our consumer database	Drives awareness of brand launch with press, trade, and consumers

JUST THE FACTS:

- ✓ Aged using the Solera system in American Oak Barrels for an average of four years
- ✓ 2/3 less sugar than Cream Sherries
- ✓ Best served chilled

