

Are you ready to... HELP A SISTER OUT?

Middle Sister wines is a proud supporter of Dress for Success®

Promotional Details

IN-STORE POS that creates an emotional connection

ESCALATING \$18 MIR that gives consumers the opportunity to "Give Back" to Dress for Success®

INNOVATIVE TEAR PAD with QR code that leads to a "Personality Quiz" on middlesisterwines.com

FACEBOOK ADVERTISING - the #1 social networking site in the world

ON-LINE ADVERTISING CAMPAIGN via influential blogging sites



Middle Sister

In-Store Merchandising

Help a sister out!

Middle Sister
IS A PROUD SUPPORTER OF
DRESS for SUCCESS®
Visit middlesisterwines.com for details.

▲ CASE CARD

Middle Sister
Help a Sister Out!
SAVE UP TO \$18

Middle Sister wines is a proud supporter of
DRESS FOR SUCCESS®
You can be too!

Check the box on the back to donate your rebate to Dress For Success!

▲ ESCALATING MIR

There's a bit of **Middle Sister** in all of us.

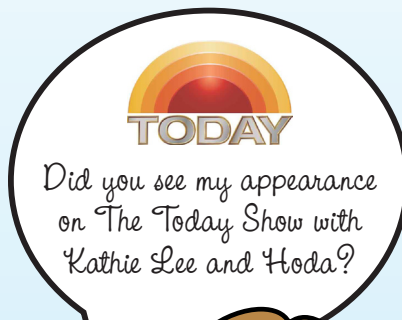
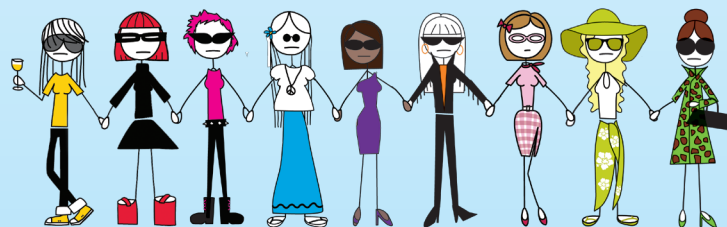
Did you know that birth order is commonly believed to have a profound and lasting effect on psychological development? We did. And that is why we have dedicated these wines to the sister in the middle – the one who always seems to have a personality of her own and steal the show!

Want to find out which Middle Sister personality and attitude is most like you?

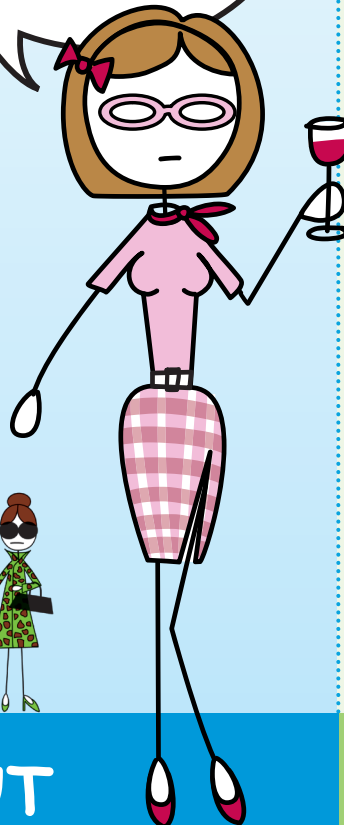
Scan this code with your smart phone and take **The Quiz!**

Meet the Sisters at middlesisterwines.com

▲ TEAR OFF PAD



Did you see my appearance on The Today Show with Kathie Lee and Hoda?



Sisters Give Back

Your support of Middle Sister wines helps spread the good around. We are very pleased to donate an annual contribution to Dress for Success, and organization dedicated to promoting and supporting sisterhood.

DRESS FOR SUCCESS

is a non-profit organization that provides interview suits, confidence boosts, and career development to low-income women worldwide. Dress for Success has more than 90 affiliates in the United States, Canada, New Zealand, the Netherlands, the United Kingdom, Mexico, Poland and the West Indies. Each site is an independent, volunteer-driven non-profit organization committed to fulfilling the Dress for Success mission of promoting the economic independence of disadvantaged women through career development and employment retention.

www.dressforsuccess.org

HELP A SISTER OUT
www.middlesisterwines.com

Middle Sister