

# GIFFT



*Kathie Lee says,* “It’s well-documented that I’m a wine lover so when I started talking to the Scheid family about making a wine, it felt like the most natural thing in the world. I set out to create wines I would want to drink and serve to friends in my home – an elegant Chardonnay like those I tasted in California in the 1970s and an easy-drinking yet balanced Red Blend.” Heidi Scheid of Scheid Family Wines adds, “What we loved about meeting with Kathie for the first time is how down-to-earth and straightforward she is. She was very clear about her aim – to offer ultra-premium wines at an affordable price. The style she was after was perfectly suited to the Monterey growing region and our own viewpoint.”

 For the **GIFFT Chardonnay**, Kathie Lee wanted a wine that struck the ideal balance between rich and refreshing. So many Chardonnays these days are at the far points of either end of the spectrum: either 100% stainless steel fermented with a tart, lean taste or over-seasoned oak bombs that are difficult to enjoy with a wide variety of foods. Kathie Lee and the Scheid family set out to craft a Chardonnay that highlights the gorgeous tropical fruit flavors that are the hallmark of Monterey Chardonnays, while bringing in a rich texture and just a hint of butter creaminess from aging a portion of the blend on 100% French oak. It is a wine that the Gifford’s and the Scheid’s are proud to put on their tables and share with friends.

 For the **GIFFT Red Blend**, Kathie Lee told the Scheid’s she wanted, “smooth, juicy and luscious”. A daylong blending session at the Scheid family’s winery was like a wonderful experiment, with plenty of mixing, discussion, adjustments and lots and lots of tasting. The result is a wine that, like Gifft Chardonnay, strikes a delicious balance. While it has complexity and backbone, it is extremely smooth and lush. About a month after the blending session, Kathie and Heidi got together to taste the Gifft Red Blend prior to bottling, just to make sure that it was still on target. Kathie Lee took one sip and said, “Oh my gosh, this wine is *delicious!* I’m going to drink the whole bottle!” Since it was only 10 am, Kathie and Heidi reluctantly had only a glass – but they enjoyed it immensely.

FRIENDSHIP, LOVE, LAUGHTER...IT’S A GIFFT!



[www.GIFFTWINES.com](http://www.GIFFTWINES.com)

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## *Key Selling Points*

- 🎁 Co-host of the 4th hour of NBC's Today show, alongside Hoda Kotb, where they drink wine, on air, every day at 10 a.m.!
  - Extremely strong viewership (72%) with women, who represent a huge segment of the wine buying population.
  - 2.5 million viewers a day
- 🎁 Kathie Lee Gifford has over 1 million social media points of contact and is a well-known wine lover who is dedicated to supporting and promoting the Gifft brand.
- 🎁 Interview Publications:
  - *USA Today* (March)
  - *Food & Wine Magazine* (March)
  - *Wine Enthusiast* (May)
  - *Wine Spectator* (June)
- 🎁 Scheid Family Wines was founded in 1972, over 40 years ago, and farms 4,000 acres of premium coastal vineyards in Monterey County, California. With this much experience and capacity, Gifft can promise consistency in quality and inventory with unlimited growth opportunity.
- 🎁 Gifft is a 50/50 partnership between Kathie Lee Gifford and Scheid Family Wines and is not a typical “celebrity-endorsed” brand.
- 🎁 Gifft is crafted from 100% Estate Grown wine grapes from Monterey County, California.
- 🎁 Front line price at \$19.99 and everyday retail price of \$16.99.

