

# The Story of Duckhorn Wine Company

*featured on*

**Bloomberg**  
**TELEVISION**

*Due to a strong business relationship, GE Capital chose to feature Duckhorn Wine Company in a multi-million dollar advertising campaign to air on Bloomberg Television. This captivating 90-second spot features President/CEO Alex Ryan and outlines the history and core values that have made Duckhorn Wine Company a leader in American fine wine.*



*click image to watch ad*

## WHAT IS BLOOMBERG TELEVISION?

- Bloomberg Television is a 24-hour global network dedicated to providing viewers with the news that moves markets.
- Bloomberg Television's reach is 245 million households world-wide with a median household income of \$240K.

## WHY IT'S BIG NEWS

- Unparalleled national exposure going into OND.
- Millions of impressions to affluent consumers driving Duckhorn awareness even higher.
- Third party endorsement in a multi-million dollar campaign.

## AIR SCHEDULE

- August 5th through the end of the calendar year on Bloomberg.

## HOW TO LEVERAGE

- Order additional stock & run features to capitalize on the exposure!



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