

# The Topline News

May 2020 Issue

PACIFIC HIGHWAY  
*wines*

## DATA AND DIGITAL ARE NAVIGATING OUR PATH

Dear Distributor Partners,

We hope you and your families remain healthy and safe. In this time, we are closely moored to sales data, being nimble, and creatively engaging new digital opportunities. In this month's edition of TopLine news, you'll find Nielsen reports, our growth prospects, harvest reports and a handful of upcoming virtual and social activities to keep you educated, engaged and entertained.

We will continue to weather the storm and find 'new normals' for success together. We look forward to seeing you (on screen) very soon.

Best,  
Mark Giordano



### Pacific Highway Wines in Growth

We are closely monitoring Nielsen's Weekly category reports through this period along with reviewing which of our wines are showing brand resilience and growth in retail.

[Nielsen Snapshot Report](#)

[Pacific Hwy in Growth](#)



### Join Us for Virtual 'Fireside Chats'

Each Monday we will gather on ZOOM to talk wine with one of our Winemakers, Viticulturists, and Friends from our wineries around the globe. Check out the schedule here. Robert Oatley Wines coming up!

[Fireside Chat Schedule Here](#)

[Robert Oatley Invitation](#)



### Southern Hemisphere 2020 Harvest Reports

Despite COVID, our winery partners have found new ways to continue what they do best....grow fantastic fruit and make delicious wines.

[Giesen Harvest Report](#)

[Garzon Harvest Report](#)

[Argento Harvest Report](#)



### Social & Virtual Events

Join us to celebrate  
#ChardonnayDay on May 21st at  
4PM (EST) via zoom with a special  
winemaker panel.

We are happy to arrange bespoke  
events for any distributors or  
account engagement needs. Please  
work with your Pachwy rep to  
discuss and book.

[Click Here to for the Invitation](#)

## PACIFIC HIGHWAY NEWS

Click Pacific Highway News for the latest stories!

## RESOURCES LINKS:

[90+ SCORES](#) – [TRADE TOOLS](#)

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