

ACKER WINES

CASE STUDY

OVERVIEW

Acker Wines hosted a digital wine tasting series throughout the month of October 2020.

Talent Resources Sports helped Acker Wines partner with past and present NBA Legends for the Acker Wines All-Stars Uncorked Wine Tasting Series. Throughout the Month of October, Acker Wines sat down with JJ Redick, Carmelo Anthony, Kevin Love, as well as TRS secured Talent NBA Legend **Paul Pierce** and recently crowned NBA Champion **Kyle Kuzma** to connect over a common passion, wine. Using Zoom, these events were brought to life and panelists and attendees had a great time learning, discussing and tasting wine!



KYLE KUZMA

5.1M
FOLLOWERS

- Los Angeles Lakers
- First Round Draft Pick out of University of Utah
- 2017 NBA All Rookie First Team
- 2018 Rising Stars MVP
- 2020 NBA Finals Champion

ACKER WINES

What began as a package store in 1820, today stands as the oldest and most respected wine shop in America, the largest global wine auction house, and the preeminent destination for fine wine worldwide. For its nearly 200-year history, Acker Merrall & Condit, now known simply as "Acker", has been a true one-stop-shop for expert wine services in every form. Its culture is deeply rooted in customer service, upholding a commitment to the highest standards, applied across a vast array of amenities including a world-class wine club, fine wine retail inventory, a wine concierge service, advisement on wine as an investment, cellar consultations and appraisals, first-class wine education programs, bespoke events and tastings, corporate business services, and its crown jewel, global fine and rare wine auctions.



PAUL PIERCE

857K
FOLLOWERS

- Boston Celtics, LA Clippers
- 10x NBA All Star
- #34 Retired by Boston Celtics
- 2008 NBA Finals MVP
- 2008 NBA Finals Champion

All-Stars Uncorked

WINE IN PROFESSIONAL SPORTS
WITH NBA SUPERSTARS



FEATURING NBA ALL-STARS
JJ REDICK, CARMELO ANTHONY, PAUL PIERCE,
KEVIN LOVE & KYLE KUZMA



All-Stars Uncorked

PAUL PIERCE

TUESDAY, OCTOBER 6 | 8:00PM ET ZOOM

Growing up in the shadow of one of the greatest basketball arenas of the 20th century, the Los Angeles Forum, Paul Pierce always had the sport in his blood. Drafted by the Celtics straight out of college, Pierce went on to an accolade-laden career, including 10 All-Star appearances and an MVP turn in his championship winning season in 2008. Over his nearly two decades long career, he earned the nickname, "The Truth," conveying his true ability on the court. Now he's joining us to tell the truth about some of his favorite wines. A full-time analyst on ESPN, he is no stranger to breaking down what's happening on the court, and we will turn that keen eye to what's in the glass with a series of Syrahs that's sure to bring out a crowd!

WHAT WE'RE DRINKING WITH PAUL



DOMAINE
FAURY ST. JOSEPH 2018

\$34.99

ADD TO CART



NO LIMIT
SYRAH ALL IN 2013

\$65.00

ADD TO CART



J.L. CHAVE
HERMITAGE 2013

\$249.00

ADD TO CART



BONNEAU CDP
CUVÉE CELESTINS 2012

\$349.00

ADD TO CART



PENFOLD'S
GRANGE 1987

\$459.00

ADD TO CART



All-Stars Uncorked

KYLE KUZMA

TUESDAY, OCTOBER 20 | 8:00PM ET ON ZOOM

All-Stars Uncorked continues with one of the great young names on the court today, Kyle Kuzma. No longer a basketball or wine rookie, Kyle is getting into the wine game at a younger age than most, and JK will be going 1 on 1 with Kyle as we do a little 3 on 3 Cabernet Showdown! Kyle is a budding connoisseur of Cabernets and will join us as we taste through three of the globe's great Cabs and find out what other things make him tick on and off the court.

WHAT WE'RE DRINKING WITH KYLE



ROUTESTOCK CABERNET
SAUVIGNON ROUTE 29 2016

\$24.99

ADD TO CART



CHATEAU MONTELENA
CABERNET SAUVIGNON
ESTATE 1995

\$139.00

ADD TO CART



CHATEAU GRAUD
LAROSE 1995

\$149.00

ADD TO CART



QUILCEDA CREEK
CABERNET SAUVIGNON
2010

\$179.00

ADD TO CART



TENUTA DELL'ORNELLAIA
ORNELLAIA 1988

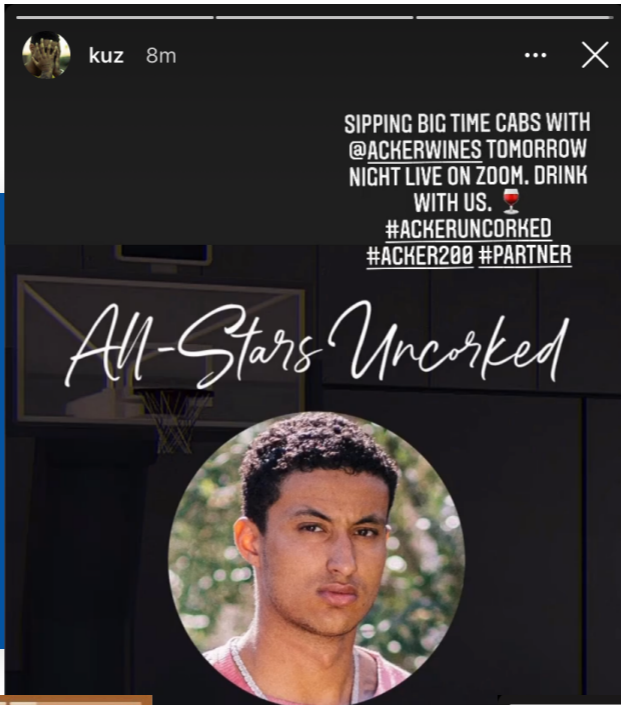
\$229.00

ADD TO CART



#ackeruncorked
#acker200 #pa

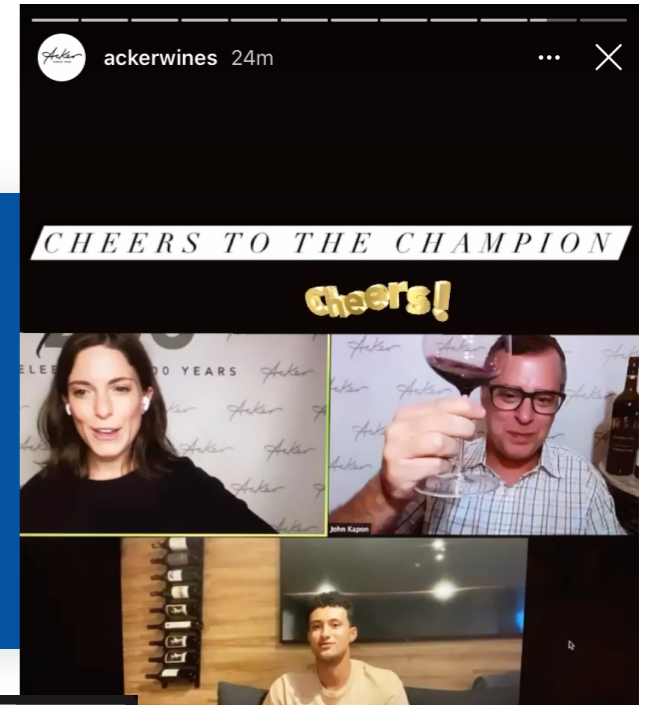
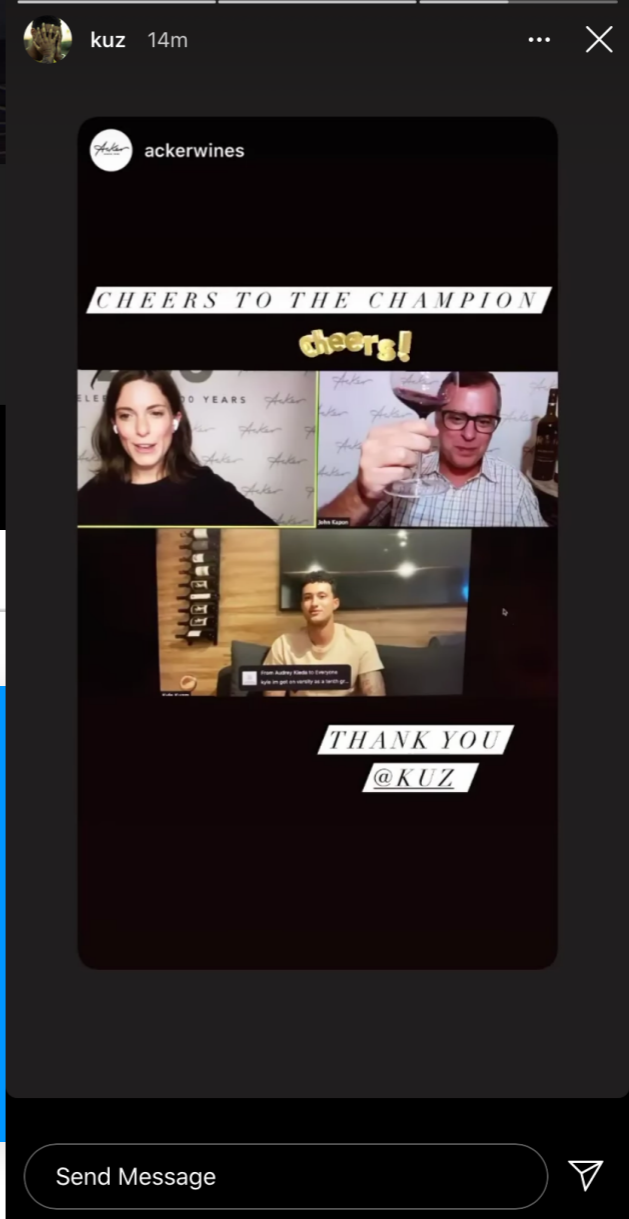
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KYLE KUZMA
TUESDAY, OCTOBER 20TH

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@KUZ

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