

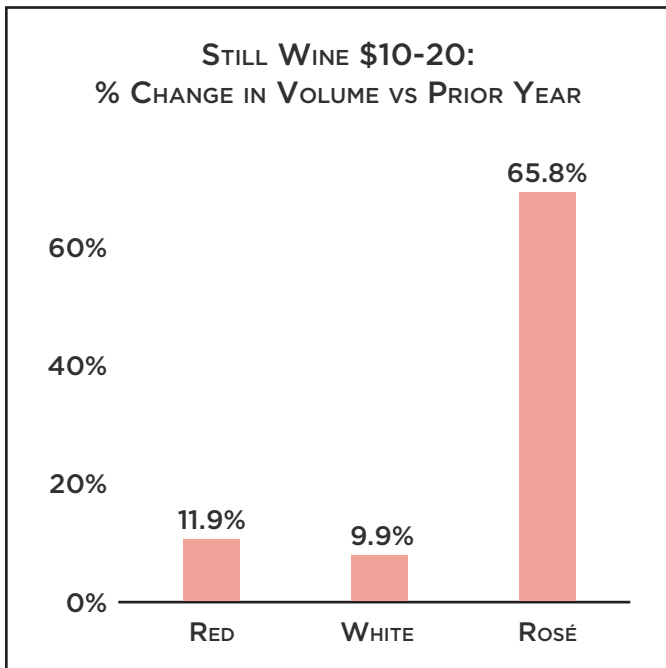
SAUVION



ROSÉ D'ANJOU

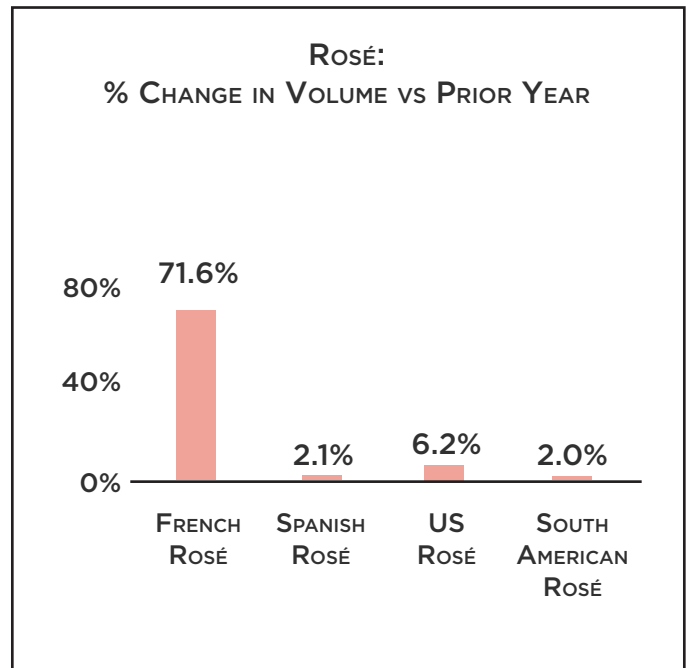
WHY ROSÉ?

Rosé is the fastest growing category in the \$10-20 price tier, growing +66% vs previous year.



WHY FRENCH ROSÉ?

Rosé growth is driven by France, which grew +72% this year vs. last.



WHY SAUVION ROSÉ D'ANJOU?

POPULARITY: Consumers want Loire rosé – Rosé d'Anjou grew +18.4% this year vs. last.

FAMILY CONNECTION: Founded in 1935 by the Sauvion family; the winemaker today is fourth-generation vintner Pierre-Jean Sauvion, a family connection that appeals to consumers.

STYLE: The wine's balanced alcohol and touch of sweetness make this a crowd pleaser, while the excellent acidity elevates its appeal.

QUALITY: Sourced from 30-year-old vines. Maceration lasts for ten hours and fermentation is stopped naturally when the desired balance of sugar and alcohol is reached.

Source: Nielsen Total XAOC L52 end 12/3/16

