



Rosé Cans

Convenience and portability are increasingly important to consumers. From the backyard to the beach, every day is a new adventure for the Seven Daughters Millennial consumer, and we want to be right there with her. Seven Daughters Rosé of Sangiovese cans satisfy our consumers' need for convenience, portability, eco-friendliness, great flavor and quality.

- Appellation:** Veneto, Italy
- Varietals:** Rosé of Sangiovese
- Color:** Pale pink
- Aroma:** Fresh and light with floral notes and a hint of strawberry
- Taste:** Bursting with fruity and vibrant flavors of strawberry and melon



Single 250mL Can UPC: 086891-08733-7
4 x 250mL Pack UPC: 086891-08734-4
SCC: 10 086891-08734-1
Case: 24/250mL, packed 6x4x250mL

Features & Benefits:

- Wine in Cans volume up +392% vs. LY, making cans the fastest growing wine format²
- Rosé can category is small but growing exponentially, up +473% vs LY
- Wine Cans are convenient, portable and chill easily
- Cans reduce waste and more eco-friendly than bottles
- No glass? No problem! Cans are the perfect solution for poolside, patio or rooftop service
- Outdoor festivals? Sell-in cans to the concessions!
- Have Wine, Will Travel. Don't forget about hotel and grocery grab-and-go sections, perfect for cans!

- Seven Daughters is #18 of Top 100 BTG Brands nationally¹
- Brand voted an Impact Hot Prospects Brand three years in a row -- 2012, 2013 & 2014!
- Seven Daughters #1 spending domestic table wine brand media advertiser³

Competitive Set:

- Lila
- Underwood



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