



2014 Chardonnay

The Seven Daughters Millennial female consumer is fun, optimistic and adventurous, but still a novice when it comes to wine. She seeks simplicity when selecting a wine and Seven Daughters aims to be the easy and approachable choice for her. Seven Daughters Chardonnay is light, bright, fruit-forward white wine that pairs equally well with sushi, a grab-and-go salad, or solo after a long day at work!

Appellation: California

Varietals: 100% Chardonnay

Color: Vibrant straw with flecks of green and gold

Aroma: Bright aromas of citrus, tropical fruits and ripe apple

Taste: Bright acidity and slightly dry with fresh and light flavors of pear, passion fruit, apple and citrus

Features & Benefits:

- Seven Daughters Chardonnay ACV increase of 79% vs. LY²
- Chardonnay sales up +62% and volume up +66% vs. LY²
- Seven Daughters Chardonnay is fruit-forward and approachable, a perfect introduction for Millennial wine novice
- Stelvin closure is simple and easy for waitstaff and bartenders
- Accolades: Gold Medal in 2016 San Francisco Chronicle Wine Competition and Silver Medal in 2017 San Francisco Chronicle Wine Competition
- 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:

- Cupcake
- Menage a Trois
- Chloe



UPC: 086891-08274-5
SCC: 10 086891-08274-2
Case Pack: 12/750mL

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