



2014 Moscato

Seven Daughters Moscato is a delicious wine made from 100% Muscat grapes sourced from northern Italy. This slightly effervescent wine has a sweet floral and peach aroma and is well-balanced with a refined fruitiness. A delightful, refreshing wine to drink chilled by itself or serve with foods like fresh fruit or sweet treats.

Appellation: Italy

Varietals: 100% Moscato

Color: Lightly colored with slightly golden reflections

Aroma: A sweet, floral aroma of peach and honey

Taste: Well-balanced with an extremely refined fruitiness

Features & Benefits:

- Brand developed with female Millennial consumer in mind
- #1 spending domestic table wine brand media advertiser *
- Poured BTG in over 2,400 national account locations
- Slightly effervescent, sweet and refreshing flavor profile, low alcohol and a convenient stelvin closure make our Moscato ideal for on-premise
- Seven Daughters dollar sales up +42% over LY **
- Seven Daughters consumer awareness and trial increasing double digits every year
- Strong social media growth with Facebook fans up +146% and Pinterest followers up +303% over LY
- Seven Daughters ranked as #1 Moscato on-premise and #20 in Top 100 Brands BTG ***
- Unlimited mixology potential for the wine-based cocktail craze
- Brand voted an Impact Hot Prospects Brand two years in a row -- 2012 & 2013!

Competitive Set:

- Barefoot
- Cupcake
- Stella Rosa



UPC: 086891-08003-1

SCC: 10 086891-08003-8

Case: 12pk