

Pinot Noir in 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 Pinot Noir cans satisfy our consumers' need for convenience, portability, eco-friendliness, great flavor and quality. Same great taste as our bottled Pinot Noir, now in a can!

Appellation: California
Varietals: 100% Pinot Noir
Color: Ruby with rich violet reflections
Aroma: Bright red berry with hints of pepper and spice
Taste: Medium-bodied. Raspberry and cherry flavors with notes of cranberry and spice



Single 250mL Can UPC: 086891-08622-4
 4 x 250mL Pack UPC: 086891-08623-1
 SCC: 10 086891-08624-5
 Case: 24/250mL, packed 6x4x250mL

Features & Benefits:

- Wine in Cans volume up +392% vs. LY, making cans the fastest growing wine format²
- Seven Daughters Pinot Noir volume up +40% vs. LY²
- 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:

- Flip Flop
- Barefoot
- Sofia

