



## 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.

**Appellation:** Pavia, Italy

**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 format<sup>2</sup>
- Seven Daughters Pinot Noir volume up +40% vs. LY<sup>2</sup>
- 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 nationally<sup>1</sup>
- Brand voted an Impact Hot Prospects Brand three years in a row -- 2012, 2013 & 2014!
- Seven Daughters #1 spending domestic table wine brand media advertiser<sup>3</sup>

### Competitive Set:

- Lila
- Underwood



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