



## 2012 Cabernet Sauvignon



Seven Daughters Cabernet Sauvignon is a traditional varietal proving that it is classic, but never conventional. Drink in the delicious flavors of blackcurrants, blackberries, coffee, and – yes! – a hint of chocolate. This wine can enhance any dinner party fare, such as red meat or hearty pastas.

**Appellation:** California

**Varietals:** 100% Cabernet Sauvignon

**Color:** Rich ruby color

**Aroma:** Full of bright red fruit aromas

**Taste:** Medium-bodied with flavors of cherry, blackberry, and a bit of spice.

### Features & Benefits:

- Brand developed with female Millennial consumer in mind
- #1 spending domestic table wine brand media advertiser \*
- \$5+ MM A+P investment over the past three years
- Versatile, food-friendly Cabernet Sauvignon in colorful, redesigned packaging featuring a Stelvin enclosure makes this a natural BTG option
- \$9 -12 Cabernet Sauvignon category is still growing (+13% volume sales vs. YAG).\*\*
- Cabernet Sauvignon continues to have the greatest share on-premise, dominated by California \*\*

### Competitive Set:

- Cupcake
- Dreaming Tree
- Menage A Trois



UPC: 086891-08273-8

SCC: 10 086891-08273-5

Case: 12pk