



2012 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 by itself or serve slightly chilled with food.

Appellation: Veneto, 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 the Millennial consumer in mind
- #1 spending domestic table wine brand media advertiser *
- \$5+ MM A+P investment over the past three years
- The Italian import Moscato category remains on fire (+31% \$Vol and + 38% CS Vol) **
- Seven Daughters Moscato is still gaining share within this expanding category (+ 47% \$ Vol and + 57 % CS Vol) **
- Seven Daughters ranked as #2 Moscato on-premise ***
- 2,400 national account chains currently pouring BTG
- New vintage label
- Unlimited mixology potential for the wine-based cocktail craze

Competitive Set:

- 1917 Il Conte
- Bartenura
- Castello Del Poggio
- Risata



UPC: 086891-08003-1

SCC: 10 086891-08003-8

Case: 12pk