



\$19.99 SUGGESTED RETAIL

ANGELS INK Central Coast Pinot Noir

Inspired by the enlightenment of the Renaissance, Angels Ink Pinot Noir symbolizes the unique ink that was made with red wine and used in beautiful hand scribed manuscripts. Angels Ink wines stand for unlocking freedom. They reflect our present era passion for individual expression, diversity and cultural awareness. It's about loving what you love and doing what you do, without worrying about judgement. This philosophy drives our winemakers to craft a Pinot Noir that expresses its highest and best self. Rich, round and supple in texture, a crush of berry and vanilla-backed juiciness encompass its overall personality.

TOP 3 RED WINE VARIETAL IN \$ VOL

Across all red wine varietals, Pinot Noir has the second highest \$ vol sales in the \$15.00 - \$19.99 price segment. Source: IRI – 52 week ending 03/20/22; TTL US Multi Outlet, 0.75L

SECOND HIGHEST \$ SALES GROWTH

Across all red and white wine varietals, Pinot Noir has the second highest \$ sales growth in the \$15.99-\$19.99 price segment. Source: IRI – 52 week ending 03/20/20; TTL US Multi Outlet, 0.75L.

#2 RED WINE VARIETAL BTG

Second best selling red wine varietal by the glass.

CRAFTED FOR THE CONSUMER

Made with purpose and intention, crafted for Pinot Noir drinkers seeking an approachable wine with finesse.

OVER DELIVERS IN PRICE

Priced competitively to over deliver in quality and value to the consumer.

CULTURAL RELEVANCE

Cultural relevance with the rise in appreciation of cultural arts.

PACKAGING: A BREAK FROM THE TRADITIONAL

Powerful label art stands out from traditional labels of competitive set.

ANGELS INK