

19 Crimes Cali Gold 750mL

(Innovation)

Available: Sept/Oct

Category Trends
 \$13-\$17.99 Sparkling is growing +30% and 2nd largest sparkling segments

Description/Accolades


- Modern & Approachable Sparkling for any occasion
- Palate: Tropical Fruit up front with distinct lemon & green apple flavors, long citrus finish.
- RS: 8-10g
- Alcohol: 12%
- Region: California

Features & Benefits

- Snoop Raps on AR Label
- Massive PR Launch
- Amplified Social
- Snoop has over 92M+ combined social media followers




POS/Support



Caddy Pole Topper, Snoop Standee, 3-Case Sleeve, Case Card, Case Tucker, Cold Box Cling, Gold Sparkle Dust On-Pack

UPC



1 - Total US Mulo + C, Latest Completed 52 Weeks End, 4.17.22

Continue the success of Cali Red & Cali Rose, both #1 New Wines of their release years with CALI GOLD