

19 Crimes Cali Gold 750mL

(Innovation)

Available: Sept/Oct

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%

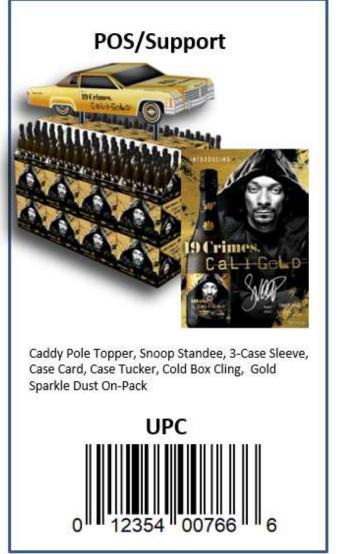
•Region: California

Features & Benefits

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

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





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