



Oliver Peach Pie + 750 mL

(LTO)

DESCRIPTION

- Quintessential juicy and sweet peaches. A hint of buttery crust and a touch of vanilla cream 'a la mode' on the finish. The wine's crisp, clean Midwest apple base allows the bright peach flavors to shine. Our winemaking process is designed to be as gentle on the fruit as possible. Best served chilled.

FEATURES & BENEFITS

- Overall 3K cases sold in IL in 2022 (+98% vs 2021)
- +92% in Dollar Sales and +64% in Units Sold in IL (vs -9% in \$ and -13% Units in Sweet & Flavored Category)
- Over 400 Points of Distribution

Category Trends

Peach Pie +92% in Dollar Sales and +64% in Units Sold in IL
Sweet & Flavored Category -9% in \$ and -13% Units Sold in IL

BOTTLE IMAGE



POS/SUPPORT

- Case cards, case sleeves, posters & firecrackers
- Full social / digital media support
- Rebates up to \$12 off 6 bottles

BACK LABEL & UPC IMAGE



Fan Favorite Oliver Wine that tastes exactly like Peach Pie in a bottle!