

## What is San Antonio Fruit Farm?

San Antonio Fruit Farm is a **new, semi-sweet brand** with **dual fruit-forward** flavors created by a team of passionate oenologists at our Italian vineyards in Piedmont, Italy. Looking for an opportunity to expand the flavored wine category, Paula and Ivana – **female winemakers** specializing in quality management and new product development at Riboli Family Wines – sought out to craft a new varietal with **distinctive flavor profiles**.

Developed for those looking to drink a **low alcohol, refreshing, natural fruit wine**, San Antonio Fruit Farm wines are crafted with indigenous grape varieties and blended with natural fruits to create a delicate yet rich flavor profile. Whether at a family reunion or at an outdoor event, this wonderfully light, fruity, and semi-sparkling beverage will complement any moment. Serve chilled with light snacks.

## Why San Antonio Fruit Farm?

- **Dual Fruit** category is expected to drive more than **\$11B** into the marketplace by Spring 2023.
- San Antonio Fruit Farm is the **first** flavored wine created by a **female winemaking** team utilizing the **methode champenoise**.
- We **own** the flavor wine space with Stella Rosa,<sup>®</sup> our **#1 flavor wine!**
- **Proven success** from top competitors such as Oliver Wines and Barefoot Fruitscato

Source: Total USxAO as of 12/28/21

San Antonio Fruit Farm is the **first natural, dual-flavor** varietal crafted with a **low ABV** and **affordable price point**, which allows it to be positioned within specialty/fruit-flavored wines. Handcrafted and bottled by the same team as Stella Rosa in Italy, San Antonio Fruit Farm is well positioned to enter and expand the dual-flavor imported wine category.



FEMALE  
WINEMAKERS



FRESH &  
BUBBLY



**Flavor Profile:** Strawberries and Guava  
**Primary Varietal:** White Moscato-Brachetto  
**Natural Grape:** 100%  
**Residual Sugar:** 90g/L  
**PH:** 3.05-3.40  
**Alcohol:** 6%  
**TA:** 4-6 g/L



**Flavor Profile:** Peach and Passion Fruits  
**Primary Varietal:** White Moscato  
**Natural Grape:** 100%  
**Residual Sugar:** 90g/L  
**PH:** 3.05-3.40  
**Alcohol:** 6%  
**TA:** 4-6 g/L



**Flavor Profile:** Blackberries and Oranges  
**Primary Varietal:** Brachetto-Malvasia  
**Natural Grape:** 100%  
**Residual Sugar:** 90g/L  
**PH:** 3.15-3.60  
**Alcohol:** 6%  
**TA:** 4-6 g/L



**Flavor Profile:** Pineapples and Papayas  
**Primary Varietal:** White Moscato  
**Natural Grape:** 100%  
**Residual Sugar:** 90-95 g/L  
**PH:** 3.10-3.30  
**Alcohol:** 6%  
**TA:** 4.6-5. g/L



**Flavor Profile:** Cherries and Limes  
**Primary Varietal:** White Moscato-Brachetto  
**Natural Grape:** 100%  
**Residual Sugar:** 90- 95 g/L  
**PH:** 3.10-3.30  
**Alcohol:** 6%  
**TA:** 4.6-5 g/L

## Marketing Support:



Case Card/Poster



3-Case Sleeve



Shelf-Talkers



Necker



Lug-Ons



Fruit Farm Wood Stand Display

\*Coming soon- check with your warehouse for availability

## UPC Barcodes:



Strawberry Guava



Peach Passion Fruit



Blackberry Orange



Cherry Lime



Pineapple Papaya



\* Opportunity to order more  
PO materials via BrandMuscle.