



19 Crimes. CALI BLANC™

Snoop



Top 10 Innovation CYTD

★ MEIOMI BRIGHT BFY PINOT NOIR	\$1,071,723
19 CRIMES SNOOP CALI BLANC	\$547,298
19 CRIMES REVOLUTIONARY RED	\$492,284
OLIVER MELON MINT MOSCATO	\$270,712
TRANSLATIONS CABERNET	\$229,311
MAD DRAGON RAGING KIWI 187mL	\$171,659
TAYLOR PORT BLACK	\$163,385
MANOS HOUSTON ASTROS CABERNET	\$149,292
MENAGE NORTHERN SEDUCTION RED	\$135,137
CHATEAU MARSAU BORDEAUX	\$103,673

National Insights

Calendar Year-to-Date

- **#2** wine innovation of 2023
- **Top 15** \$ growth Sauv Blanc vs *APS
- **Top 20** \$ growth item in Total \$11-\$15
- **Top 10** \$ growth \$11-\$15 Sauv Blanc

Latest 4 Weeks

- **Top 10** \$ growth Sauv Blanc vs *APS
- **Top 20** \$ growth item in Total \$11-\$15
- **Top 10** \$ growth \$11-\$15 Sauv Blanc
- **Top 15** selling \$11-\$15 Sauv Blanc

*APS = All Price Segments

**#1 WINE INNOVATION
3 YEARS RUNNING**

2020 ~~CALI RED~~™
2021 ~~CALI ROSÉ~~
2022 ~~MARTHA'S CHARD~~

**#1 SPARKLING
INNOVATION OF 2022**

~~CALI GOLD~~™

**#1 IRI NEW PRODUCT
PACESETTER OF ALL TIME**

~~CALI RED~~™