

New!

Real fruit essences, meet Oliver mainstay.  
A sweet red with delightful layers of deliciously dreamy berries.



March 2024  
Launch

# DREAMBERRY®

SWEET RED WINE + RASPBERRY + LYCHEE + LIME

# COSMOBERRY®

SWEET RED WINE + CRANBERRY + STRAWBERRY + BLOOD ORANGE



11% ABV  
750 mL

SEMI  
sweet

enjoy  
CHILLED

## REFRESHINGLY REAL™

**A sip of real fruit bliss.** This juicy sweet red tastes like a deep breath at the end of a long day. Soft red wine floats across the palate, with inviting bursts of juicy raspberry, soft wisps of lychee, and a generous squeeze of tangy lime.

## ON-TREND APPEAL

**Real fruit + high quality wine.** Made with real fruit extracts, natural essences, and natural flavors. Smooth and refreshing. Ready to share with resealable cap!

## EXPERIENCE

A sweet addition for everyday. Great with light, creamy, savory cheeses. Think brie or goat cheese. Sip with cheesecake. Relax with any salty snack – popcorn, anyone? Pour over ice. Or just chill and enjoy.

## FLAVOR EXPLORERS

**Gen Z drinkers are seeking authentic crisp, fruity, and refreshing wines.** 83% of surveyed consumers enjoy sharing and exploring new flavors with friends and family.<sup>1</sup>

Line-priced with core Oliver Real Fruit Moscatos 750 mL

NIQ BASES



**RATED IN TOP 15% OF TESTED INNOVATIONS!**

BRAND GROWER, with broad appeal, high purchase intent, incrementality, and endurance.<sup>1</sup>

<sup>1</sup>NielsenIQ Quick Predict Concept Validation, April 2023 <sup>2</sup>Spice Consumer Usage & Attitudes Study, June 2021



11% ABV  
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## REFRESHINGLY REAL™

**A guilt-free indulgence for any occasion.** Reminiscent of a cosmopolitan cocktail, with delicate notes of tart cranberry, sweet bursts of just-picked strawberries, and a heart of fresh-squeezed blood orange.

## ON-TREND APPEAL

**Real fruit + high quality wine.** Made with real fruit extracts, natural essences, and natural flavors. Smooth and refreshing. Ready to share with resealable cap!

## EXPERIENCE

Best served chilled, **Cosmoberry** is a fun companion to snacks, charcuterie spreads, or easy night-in dinners.

## FLAVOR EXPLORERS

**Cranberry is a leading emerging flavor for wines and cocktails.** **Cosmoberry** stands out as a unique, real fruit experience, but can leverage familiarity with competitors' cranberry offerings.

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