



# 19 Crimes.

## CALI SMOOTH

### ELEVATOR PITCH:

Between Snoop's impressive results in introducing new consumers into the wine category and the growing popularity of stylized wine, the signs are clear in pointing to a new line extension, incorporating distinct styles within the Cali Red blend.

NOW INTRODUCING THE FIRST DROP OF THE CALI STYLES SERIES: **CALI SMOOTH!**

Get ready to own the \$200M 'smooth' wine category with 19 Crimes Cali Smooth. This red blend is a gentle spin on the familiar Cali Red recipe, ripe with dark fruit notes and toasted oak. Caramel and vanilla undertones make for a silky-smooth finish. With an eye-catching label that's sure to pop on shelf, Cali Smooth will attract fans of Snoop and new, category entrants a-like.

### OPPORTUNITY:

THE OPPORTUNITY FOR "STYLIZED" WINES IS BIG AND CONTINUES TO GROW. THERE IS ALSO A CLEAR CONSUMER OPPORTUNITY:

- 82% of Gen Z and millennials say their primary reason for purchasing is they "love to try new products"
- Nearly half of those that prefer other types of drinks over wine prefer spirits/liquor and 59% of these purchasers prefer spirits because they have fun trying different flavors
- The stylized 'smooth' category is a \$200M category with top brands showing high cross-shopping data
- Shelf Adjacency: Menage Silk, Apothic Crush, Apothic Dark

SPICE  
SWEET  
SMOKE  
SMOOTH  
H  
BOLD

\$450M -  
\$550M  
EST. SIZE OF PRIZE RANGE

### REASONS TO BELIEVE:

SNOOP'S WINES ARE PROVEN TO BRING NEW GROWTH TO THE CATEGORY

#### CALI RED

#1 WINE INNOVATION  
in Pacesetter history, 2021

#### SNOOP

115M+ SOCIAL FOLLOWING  
Icon who is synonymous with culture

#### THE CALI RED CONSUMER

IS VERY LOYAL  
and has strong intent to repeat purchase

#### THE CALI CONSUMER

IS YOUNGER & MORE DIVERSE  
than the category and its competitors

### PRODUCT DETAILS:

WINE: Red blend with stylized flavor

SRP/PROMO: \$14.99/ \$12.99

BOTTLING: ~JUNE 2024

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1. Circana Total US Multi-Conv. 52WE 2024-01-28  
2. Wine Market Council Category Shifting and Wine Consumption, Jan 2024

