

# LOLEA®

## BRAND OVERVIEW

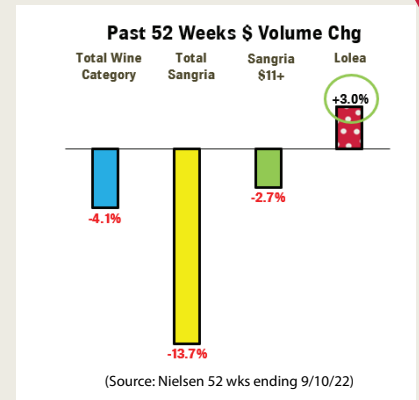
Created to turn everyday moments into unique, fun and enjoyable occasions, we would like to introduce you to Lolea, a Premium Frizzante Sangria. Lolea is composed of fine bubbles making it light and refreshing and crafted with **all natural ingredients, there's no preservatives, colorants or additives** - all the key elements used to create a premium product. Lolea launched in Spain in 2013, now reaches over 50 countries and continues to gain market share as the **#1 Premium Sangria in the US**.

## LOLEA NO.1

A delicious gourmet sangria crafted with Tempranillo and Cabernet Sauvignon red wine, Mediterranean citrus and a touch of cinnamon.

Lolea No 1 Red Sangria is the #1 Sangria SKU in the Premium Sangria segment \$11+ and has 9.3% \$ Volume Chg in the Sangria \$11.

(Source: Nielsen xAOC plus Liquor and Convenience 52 wks ending 10/8/22)



## TASTING NOTES

### Red Cherry Color.

Clear, neat, bright and attractive with a fine constant bubble.

### Nice, Intense Aromas.

Keeping its fresh wine essence, with a cherry touch, orange rind, sweet peach, cinnamon and sour strawberry.

### Low Alcohol Content.

7% alc/vol.

## PERFECT SERVE

Best served cold, with lots of ice in a balloon glass with a slice of orange and a slice of lemon.

Make it more surprising by adding lime and basil for a truly refreshing taste! Let your imagination fly and surprise your friends with original servings of your choice.

