

LOLEA®

BRAND OVERVIEW

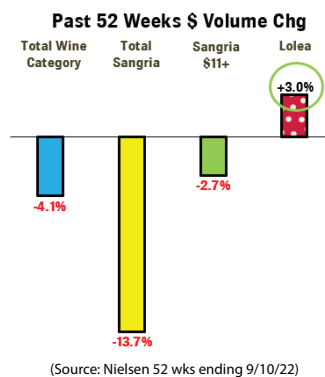
Created to turn everyday moments into unique, fun and enjoyable occasions, we would like to introduce you to Lolea, a Premium Frizzante Sangria. Lolea is composed of fine bubbles making it light and refreshing and crafted with **all natural ingredients, there's no preservatives, colorants or additives** - 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.2

A different sangria with a unique personality. It is elegant and balanced, made of Macabeo and Airen frizzante white wine, Mediterranean citrus, and a touch of vanilla.

Considering the Past 52 Weeks \$ Volume Change, Lolea is showing growth of 3% while Sangria (\$11+) has negative growth of -2.7%. Lolea continues to outperform the category month to month.

(Source: Nielsen xAOC plus Liquor and Convenience 52 wks ending 9/10/22)



TASTING NOTES

Unique Personality.

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

Elegant and Balanced.

Keeping its fresh wine essence, with a touch of vanilla, jasmine and apricot. Perfect balance between bitterness and sweetness.

Low Alcohol Content.

7% alc/vol.

PERFECT SERVE

Best served cold, with lots of ice in a balloon glass with a slice of lime.

Top it off with a strawberry and some mint for a truly refreshing beverage! Let your imagination run wild and surprise your friends with original servings.

