



Risata®



Italian Sparkling Wine outpaces the total Sparkling category

Imported Italian Sparkling Wine is outpacing total Sparkling category by +3% in both sales & volume, with the 750mL size format seeing even stronger increases to total category by +4%.



Risata is America's #1 Moscato d'Asti

Risata owns nearly 41% dollar share of the Moscato d'Asti category and is reaching 3.4% growth, outpacing the total MDA category by +11%.



Authentic Symbol of Quality

- **Imported from Italy.** Risata handpicks over 14 million bunches grapes each year.
- **DOCG.** Our vineyards are located in the Province of Asti in the northwest region of Piedmont, an area known for producing the highest quality Moscato Bianco grapes.
- **Versatility in sizes.** Offering 187mL, 750mL & 1.5L, Risata Moscato d'Asti ranks #1 in the category across all 3 sizes
 - 187mL owns 86% share of the category & sales are up +6% YoY
 - 1.5L owns 64% share of the category & sales are up +65% YoY, which is the #1 growth brand within the total Sparkling 1.5L category.

