

# DOLCEA

## New Refreshingly Sweet Wines Crafted from Spain & Italy

### The Hispanic wine opportunity continues to grow in the U.S.

- ***They Spend:*** Projected population growth from 2010-2050 is +167% with an estimated \$1.7 trillion in spending power <sup>1</sup>
- ***They Drink Premium:*** Hispanics are 28% more likely to enter the wine category through Premium wines <sup>2</sup>
- ***They Call it Sweet:*** 44% of Hispanics say their favorite wines are sweet wines and are not afraid to call them sweet <sup>3</sup>



### Introducing!

- **Dolcea Rosso:** IGT Lambrusco sourced from Emilia Romagna
- **Dolcea Bianco:** Albariño sourced from Spain

Bianco UPC:  
008500002394

Rosso UPC:  
008500002393

