



Eppa SupraFruta Sangria is crafted in Mendocino, California with a blend of real, organic SuperFruit juices and premium varietal wine made from organically-grown grapes.

Antioxidant-Rich SuperFruit Juices

Eppa Red: Pomegranate, blueberry, blood orange, and acai juices.

Eppa White: Mangosteen, peach, mango, and Mediterranean blood orange juices.

Taste Profile

Eppa Red: Sweet citrus scents of orange, lemon and lime meld with aromas of rich red wine. Dark berry flavors mingle with pomegranate, orange, and soft red wine notes for a smooth style.

Eppa White: Peach and mango aromas burst from the glass. On first sip, clean, fresh flavors of lemon, lime, and orange delight followed by rich tropical flavors of mango, pineapple and peach.

Enjoy Eppa SupraFruta Sangria chilled, poured over ice and/or garnished with fruit

Technical Data

Alcohol: 8.5% in Eppa Red & Eppa White

Vintage: Non-vintage

Closure: Screw cap

Pack size: 12 x 750ml

Bottle height: 11.875"

Case dimensions: 12.75" x 9.5" x 12.25"

Case weight: 33lbs

UPCs

EPPA RED



EPPA WHITE



More than Wine



America's Only Sangria Made with Real, Organic SuperFruit Juices and Organically-Grown Grapes.

- **Made with Real, Organic Superfruit Juices**
 - Eppa Red made with pomegranate, blueberry, blood orange and acai juices
 - Eppa White made with mangosteen, peach, mango and blood orange juices
- **Rich in Antioxidants**
 - Eppa Red has almost twice the antioxidants as a glass of red wine
 - Eppa White has nearly three times the antioxidants of white wine
- **Certified Organically-Grown Grapes**
 - Made with premium varietal wine crafted from organically-grown grapes
 - Certified by the California Certified Organic Farmers (CCOF), the oldest organic wine certifier in the country and USDA accredited

Eppa Consumers are Driving Incremental Sales:

- 73% of consumers surveyed reported drinking Eppa in addition to the other wines, not as a replacement
- 53% of consumers traded up from Real, Carlo Rossi and Skinny Girl Sangrias
- 60% higher conversion rates during consumer tasting events vs. similarly priced wines – Tastings drive purchases



Features

- Real SuperFruit juices rich in antioxidants
- Made with certified organically-grown grapes
- Ready-to-drink sangria bottled under a screw cap

Benefits

- Appeals to wellness-oriented consumers
- Organic products are now mainstream and consumers are willing to pay a premium for high-quality, organic products
- Eliminates the hassle



Recommended Merchandising

- Cold box placement and floor displays drive multi-bottle purchase
- Primary placement in Sangria section – consumers will look here first
- Capture consumer's attention with additional placements adjacent to similarly priced (\$10+) red blends