

Lolailo Sangria

Lolailo - pronounced: low-lie-low

The word Lolailo was sung as a verse in one of Spain's most famous songs. The term Lolailo has become a word that expresses joy and party in the Spanish community.

Lolailo Sangria is a TRUE sangria produced by Bodegas Sanviver in Madrid, Spain.



Impact Hot Brand Award Winner



One of the top awards a brand can get in the industry.

Most wines showcased with this award have gone on to become “blockbuster brands”

Not paid for. Not someone's opinion. This is based on gross sales and year to year growth.



IMPACT'S "HOT BRANDS" – IMPORTED WINES^{1,2}

(Thousands of Nine-Liter Case Depletions)

Brand	Importer	2009	2010	2011	2012E	Percent Change		
						'09-'10	'10-'11	'11-'12E
Ruffino	Constellation Brands	615	650	720	825	6%	11%	15%
Alamos	E.&J. Gallo Winery	75	345	595	815	+	72	37
Kim Crawford	Constellation Brands	350	390	450	555	11	15	23
Layer Cake ³	Vintage Point	185	250	350	390	35	40	11
Oyster Bay	Oyster Bay Wines USA	190	245	300	390	29	22	30
Mionetto	Mionetto USA	220	265	320	380	20	21	19
Nobilo	Constellation Brands	275	255	295	355	-7	16	20
Lolailo	Biagio Cru and Estate Wines	110	150	200	335	36	33	68
Bartenura	Royal Wine Corp.	145	180	265	320	24	47	21
Riondo	Riondo USA	95	145	245	285	53	69	16
Zonin	Zonin USA	100	100	145	280	-	45	93
Kris	Winebow	195	215	240	265	10%	12%	10%
La Marca	E.&J. Gallo Winery	5	50	125	260	+	+	+

¹ Criteria:

Established brand with double-digit growth each year in 2010, 2011 and 2012

Established brand with at least 15% growth, 2011-2012

Special consideration - top ten brand with at least 5% growth in 2012 and at least 15% growth since 2009

Significant new product

² Calendar 2012 minimum volume requirement = 250,000 cases.

³ Predominantly imported but also includes some varietals sourced from California.

Source: Impact Databank

Nielsen Highlights

- On the current Nielsen Reports Lolailo Sangria is currently the #2 selling Spanish Sangria in the country
- On the current Nielsen Reports Lolailo Sangria is the fastest growing Sangria in the country.
- Lolailo Sangria is the #1 selling Sangria inclusive of club stores in FL and # 2 selling Sangria in NY
- Lolailo Sangria is currently selling in the following chains around the country: Publix, Costco, ABC, Total Wine, BJs, Fresh Market, and Walgreens **BUT not in the Midwest**



NATIONAL PRESS

SHANKEN
NEWS *Daily*

Wine Spectator
www.winespectator.com

Exclusive: Fast-Growing Lolailo Sangria Projected To Hit 500,000 Cases Next Year

New York-based importer Biagio Cru and Estate Wines is aiming to dominate the mainstream sangria segment with its competitively-priced Lolailo Sangria brand.

Launched in the U.S. market in 2003, the Spanish-made Lolailo—which offers both red and white expressions—is projected to hit 350,000 cases by year-end, up from 200,000 cases in 2011. By 2013, its marketers project that it will reach the 500,000-case-mark.

Lolailo Sangria can now be considered a "thriving sangria competitor."

- Shanken News Daily-



NATIONAL PRESS

□ **Lolailo Leads Sangria Category's Rapid Growth As It Nears Half-Million-Case Mark**

□ [March 3, 2014](#)

- Biagio Cru and Estate's Lolailo Sangria has emerged as a key player within the fast-growing premixed sangria segment, bolstered by consecutive double-digit gains over the past few years.
- "What's driving the sangria segment is a growing demand for fruitier, slightly sweet beverages. People are also looking for a bridge between beer and wine, and sangria fits the bill," says Restivo, adding that Lolailo has demonstrated broad success across independent, big-box retail and restaurant chain channels.
- Lolailo has made an effort to redefine sangria's reputation as a summer-only offering in the U.S., using social media to promote options targeted for cooler weather consumption, such as a Spiced Apple Cider Sangria cocktail.
- The U.S. sangria category has been on the rise, and sangrias priced above \$6 a 750-ml. were up more than 25% by value for the 52 weeks ended March 2, 2013, according to Nielsen data. Competition within the segment has heated up, with established, accessibly-priced players like Shaw-Ross's Cruz Garcia Real and E&J Gallo's Madria facing new pressure from premium entrants like Deutsch Family Wine & Spirits' Eppa—made using antioxidant-rich "super fruits"—and Aveniu Brands' Pomagria, which differentiates by featuring pomegranate juice. Lolailo is positioning itself as an authentic, traditional option.
- "The rise in competition is welcome—it's helping to grow the overall segment," says Restivo. "It's also brought a competitive edge for us. Recently, brands have been trying to find new ways to produce sangria, but they're not creating a true sangria. As far as Europe is concerned, traditional sangria must come from Spain or Portugal, and that's a primary differentiation for Lolailo."

Lolailo Sangria

- We elaborate Lolailo Sangria starting from the combination of our selected red wine with, natural extracts of Mediterranean fruits and sugar.
- Respecting the flavor typical of Spanish sangria, using the original elaboration method.
- The result is an excellent refreshing drink of low alcoholic graduation and completely natural.



Why Lolailo?

- Its fun
- Connotes freshness/homemade
- Bridges gap between traditional wine drinkers and non wine drinkers
- Capitalizes on the strong trend towards fruity, sweeter wines. As a category sangria is trending.
- Lower in alcohol. Opportunity for that 2nd glass.
- Strong Profitability.



Point of Sales



2012
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"The fastest growing
sangria is now the hottest"

SANGRIA
LOLAILO

Perfect marriage of wine and
sweet citrus fruit.

the
mediterranean sun
in every bottle.



LOLAILO
IMPORTED FROM SPAIN

SANGRIA

2012 Impact Hot Brand Award winner

- Imported from Spain, it is the fastest-growing Sangria in the nation.
- Traditional recipe with ripened fruits infused into a classic blend of Spanish grapes.

2012
IMPACT
HOT BRAND
AWARD

BIAGIO CRU AND ESTATE WINES