



MELON MINT MOSCATO

Moscato + watermelon extract + botanical essences



REFRESHINGLY REAL™

Real ingredients + high quality wine. Better-for-you appeal. Aromas of freshly sliced melon, followed by a cool splash of sweet, juicy red fruit. Hints of real lime, mint, and cucumber. Refreshing and lightly bubbly. Lower calorie. Nothing artificial.

EXPERIENCE

Pair with all things easygoing. Enjoy extra-chilled or pour over crushed ice.



COCKTAIL-INSPIRED & ESTABLISHED FLAVOR

Inspired by the mojito and aguas frescas with hints of real lime, mint, and cucumber.

READY FOR LAUNCH

New for spring 2023 resets! Projected sales to equal Blueberry Moscato

Watermelon is a \$38M wine flavor¹, a top-10 beverage flavor since 2017.² Cucumber and mint are emerging trends, with interest in floral and herbal flavors up 200% in 2022.²



HARD AGUAS FRESCAS

Cross-merch opportunity with strong tie-in to current cocktail & flavor trends with broad, multicultural appeal.

¹ Nielsen Total US SAOC, 33 weeks ending 4/23/22 ² Berry Marketing Insights Taste Program US Sens Chem 2022, Best Flavor 2022 SAOC Trends Paper | Source: Alcohol US, Trending Flavors and Ingredients in Alcohol Beverages Aug 2020, Alcohol Market Insights | 3Q 2020, Flavors Study of Sweet Red and Flavored Wine Consumers, June 2021, Measured against 39 competitors in sweet red and flavored wine segments, labels shown are PPO.

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