

## Why Rebellious? (Features and Benefits/Syndicated Data)

- Domestic Red Blends continue growth in the \$17-\$23 price range, surpassing all other price points in the category Nielsen XAOC + Ttl Liq 52 wks ending 11.05.22
- Domestic Pinot Noir shows most growth in the \$17-\$23 price range Nielsen XAOC + Ttl Liq 52 wks ending 11.05.22

## Programming Elements

- **MIR/Rebate:** \$4 off 1 bottle of Rebellious Wines (6/1/2023 – 8/31/2023)

## ABOUT THE WINE:

This wine presents abundant aromas of dark cherry and strawberry jam, brown sugar, dark chocolate and cola with hints of cardamom, black pepper, sandalwood and licorice. The bright and vibrant entry accentuates flavors of fresh blueberries and allspice that linger into a creamy, rich mid palate and ends with a luxurious finish.

