



A FEET-UP STATE OF MIND

SWEET RED RESERVE

Porch Swing Sweet Red Reserve is a bright and delicious Concord wine, with gentle sweetness. Luscious, fruity, with just-a-touch of fizz, it goes down as an instant classic.

SWEET WINE SUCCESS



SOLD 275 CASES PER MONTH
ONLY 140 POINTS OF DISTRIBUTION



CONSUMER SWEET SPOT
PREMIUM PRICE POINT

+50%

PREFERRED BY MORE THAN 50%
OF HISPANIC WINE CONSUMERS*

- **SWEET RED RESERVE** exceeded sales expectations by **12% in its first 12 months!**
- The Sweet Wines Category is a more than **\$1 BILLION** category in Total U.S.,
- Sweet wines are **growing 7% in dollars and 5.2% in units.**
- Sweet red brands are driving red category growth and keeping **price points around \$10.**
- With only 140 points of distribution, Porch Swing **sold 275 cases per month.**

*2017 HISPANIC WINE CONSUMER SURVEY, WINE BUSINESS MONTHLY.

ITEM	UPC	BOTTLE DIMENSIONS (INCHES)	CASE DIMENSIONS (INCHES)	CASE WEIGHT (POUNDS)
Porch Swing	0-12584-00019-2	3.103"W x 11.601"H	12.95"L x 9.69"W x 11.61"H	37.5 LBS



SHIPPER



PORCHSWINGWINE.COM

