



NEW IN 2019!

SWEET ROSÉ

Sunset-pink and sweet-at-first-sip, this wine is a beautiful blush. Summer strawberry, fresh citrus, and bright fruity flavor. Delightfully crisp on the finish.



ON-TREND ADDITION TO PREMIUM SWEET WINE SERIES

+52%

VOLUME GROWTH
SWEET ROSÉ CATEGORY



CONSUMER SWEET SPOT
PREMIUM PRICE POINT

+12%

BRAND PERFORMANCE
ABOVE SALES PROJECTIONS

- New SWEET ROSÉ enters a rosé category that grew **52% in 2017**.
- For Nielsen 52-weeks ending June 21, 2017, pink wines accounted for **9.3%** of volume sold in large-volume food stores/other high-volume U.S. stores.
- With a \$9.99/10.99 price point, Porch Swing Sweet Rosé hits the price point “**sweet spot.**”
- In initial launch, the Porch Swing brand **exceeded sales projections by 12%**.

ITEM	UPC	BOTTLE DIMENSIONS (INCHES)	CASE DIMENSIONS (INCHES)	CASE WEIGHT (POUNDS)
Porch Swing	0-12584-00020-4	3.103"W x 11.601"H	12.95"L x 9.69"W x 11.61"H	37.5 LBS



SHIPPER



PORCHSWINGWINE.COM

