

NEW IN 2021!

# PINK LEMONADE

Made with lemon extract and premium white wine. Ready-to-drink, delightfully sweet, and light, with a low ABV and a hint of bubble. Serve chilled or over ice.

## WHO DOESN'T LOVE LEMON?\*

- LEMON is a \$6.3 BILLION DOLLAR FLAVOR: **up 6% in 2020.**
- Hard alternatives - like tea and lemonade - are on fire! Lemon-based seltzer/beer/cider: **up 30%** with **\$230M+** in sales\*\*
- Lemon-flavored wines: **+180% in dollars!**

## MAKE IT A TRIPLE.

- Joins two established SKUs in Porch Swing brand.
- SWEET RED averaged **11.7 cases/store** in 2020.
- SWEET ROSÉ averaged **5.8 cases/store** in 2020.
- Porch Swing brand is **+72% in sales & +74% in units.**

\*SOURCES— NIELSEN CURRENT 52-WEEK PERIOD ENDING 12-26-20 AND 6-19-21; OLIVER WINERY CASE DEPLETIONS JAN-DEC 2020; HISPANIC WINE CONSUMER SURVEY, WINE BUSINESS MONTHLY, 2017.

\*\* NIELSEN STUDY OF ALL LEMON-FLAVORED PRODUCTS, EXCLUDING THOSE MARKETED TO CHILDREN, TOTAL U.S. 52-WEEKS ENDING 4-18-20.

ITEM	UPC	BOTTLE DIMENSIONS (INCHES)	CASE DIMENSIONS (INCHES)	CASE WEIGHT (POUNDS)
Pink Lemonade	0-12584-00023-9	3.103"W x 11.601"H	12.95"L x 9.69"W x 11.61"H	36 LBS



PORCHSWINGWINE.COM

