

NEW!



A FEET-UP STATE OF MIND

PORCH SWING
PREMIUM SWEET WINES

**SWEET RED RESERVE, SWEET ROSÉ
& INTRODUCING PINK LEMONADE**



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



PROVEN SUCCESS!

- 1,500+ accounts in 19 states.
- SWEET RED averaged **11.7 cases/store** YTD 2020.
- SWEET ROSÉ averaged **5.8 cases/store** in 2020.
- Porch Swing brand is **+72%** in sales & **+74%** in units.

SWEET RED RESERVE FILLS THE GAP*

- Sweet reds are a **\$466M+ industry (+3%)**.
- Sweet wines = **14% of total U.S. wine sales, \$1.9B+ and growing +10%**.

*SOURCES: NIELSEN CURRENT 52-WEEK PERIOD ENDING 6-19-2021; OLIVER WINERY CASE DEPLETIONS JAN-DEC 2020.

ITEM	UPC	BOTTLE DIMENSIONS (INCHES)	CASE DIMENSIONS (INCHES)	CASE WEIGHT (POUNDS)
Sweet Red Reserve	0-12584-00019-2	3.103"W x 11.601"H	12.95"L x 9.69"W x 11.61"H	36 LBS



PORCHSWINGWINE.COM





NEW IN 2019!

SWEET ROSÉ

Sunset-pink and sweet-at-first-sip. Summer strawberry, fresh citrus, and bright fruity flavor. Delightfully crisp on the finish.



ON-TREND ADDITION TO PREMIUM SWEET WINE SERIES



+12%

BRAND PERFORMANCE
ABOVE SALES PROJECTIONS

**Rosé grew double digits for both \$ and volume in 2019,
with sweet rosé brands over \$10 driving growth.**

PROVEN SUCCESS!

- Porch Swing SWEET ROSÉ averaged **5.8 cases/store in 2020.**
- Porch Swing brand is **+72% in sales & +74% in units.**
- Sweet wines = **\$1.9B+, +10%-14%** of Total U.S. wine \$
- With a **\$9.99/10.99 price point**, Porch Swing hits the consumer “sweet spot.”

SOURCES: NIELSEN CURRENT 52-WEEK PERIOD ENDING 6-19-2021; OLIVER WINERY CASE DEPLETIONS; JAN- DEC 2020.
*BEVAL AOD SUITE/WINE; XAOC+LIQ PLUS+CONVENIENCE+MILITARY; TTL ROSE BLEND, 52 WE 12/28/19.

ITEM	UPC	BOTTLE DIMENSIONS (INCHES)	CASE DIMENSIONS (INCHES)	CASE WEIGHT (POUNDS)
Sweet Rosé	0-12584-00020-8	3.103"W x 11.601"H	12.95"L x 9.69"W x 11.61"H	36 LBS



PORCHSWINGWINE.COM



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

