

2016

GRAND JARDIN

La vie est faite de petits bonheurs.

(Life is full of simple pleasures)



THE OPPORTUNITY

- Rosé is the fastest growing top 20 varietal in Albertsons/Safeway (+113%) and Total Retail (+44%)
- \$15+ Rosé segment is driving varietal growth with +155% at Albertsons/Safeway and +70% in Total Retail
- Imported French Rosé is the leading category driver with 61% share and +116% \$ volume growth at Albertsons/Safeway and 57% share with +56% \$ volume growth in Total Retail

FEATURES & BENEFITS

- Authentic French Rosé handcrafted in the classic Provence style among the picturesque hills surrounding the historic city of Aix-en-Provence.
- Flavors of savory herb, wild raspberry and tart cherry are delicately balanced with aromas of lavender and citrus.
- Luxe feminine packaging beautifully showcases the pale pink wine.

APPELLATION

Coteaux d'Aix en Provence

COMPETITIVE BRANDS

Whispering Angel, Miraval, Minuty, Fleur de Mer

SRP: \$15.99

VARIETAL

40% Grenache, 35% Syrah, 25% Cabernet Sauvignon

WINE SPECS

Alcohol: 12.9% TA: 0.62 g/100mL

pH: 3.08 RS: 0.07 g/100mL

