

# FLAVORBOMB

FLAVORBOMB IS GROWING **2.5X FASTER** THAN THE FLAVOR BEVERAGE CATEGORY VS. PRE-COVID LEVELS.

AC Nielsen Dollar Sales Total US xAOC Flavored Beverage Wine Last 52 weeks ending 8/14/21



## VARIETAL

Moscato

Sweet Rosé

Sweet Red Blend

## DESCRIPTION

Luscious, tropical flavors of ripe peach, aromatic honeysuckle and sweet melon with lively acidity.

Ripe flavors of raspberries, watermelon and ruby grapefruit, boosted by a sweet and pleasing finish.

Bursting with flavors of ripe raspberry, sweet cherry and homemade strawberry jam.

## COMPETITIVE SET

Stella Rosa  
Wild Vines  
Arbor Mist

## TARGET CHANNELS

Retail chains & Off-premise broad market