

INSOMNIA

Insomnia continues to grow (+1% vs YAG) despite lapping COVID volume in Total US xAOC for the latest 26 weeks ending 1/1/2022

AC Nielsen Total US xAOC period ending 1/1/2022



VINTAGE	2019	2019	2019	2018	2018
VARIETAL	Pinot Grigio	Sauvignon Blanc	Chardonnay	Red Blend	Cabernet Sauvignon
APPELLATION	California				
DESCRIPTION	Awake with citrus and honeydew scents, teaming with green apple, melon, and white peach flavors.	Fresh sliced pear and tropical fruit come alive with flavors of Meyer lemon and grapefruit.	Vibrant flavors of apple, honey, and baked bread arise into fresh applesauce with a touch of cinnamon.	Black cherry and boysenberry jam leap into a palate of ripe berry compote.	Dark fruits and baking spices spring with flavors of plum, cherry and blueberry.
PAIRING	Mozzarella Sticks Chicken Enchiladas	BBQ Pulled Pork Fish & Chips	Panko Chicken Fettuccini Alfredo	Street Tacos French Dip	Flat Iron Steak Nachos
COMPETITIVE SET	Clos du Bois Classics Dark Horse CA Mondavi Private Selection	KJ Vintner's Reserve Dark Horse CA Seaglass Central Coast	Clos Du Bois Classics Bogle CA Cupcake Central Coast	Apothic CA Ménage à Trois CA Apothic Crush	Bogle CA Dark Horse CA Clos du Bois CA
TARGET CHANNELS	Retail chains & Off-premise broad market				