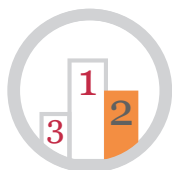


TRENDING

Red Blends



#2 red wine choice in the US



11% market share by volume
 (Nielsen 2019)



Red Blends \$15-\$20 USD represent \$97M in sales



Growing at 5% in the past year & accelerating with 8% growth in Q1 2020
 (Nielsen 03/21/2020)



BLEND 1941
 SONOMA COUNTY

RED WINE BLEND	750 ml
BOLD, COMPLEX, RICH	

Dry, Merlot-based and structured
 Holiday Spice • Blackberry Preserves
 Dark Chocolate • Ripe Dark Fruits • Toast
 Alc: 14.6% | pH: 3.75 | TA: 6.3 g/L | RS: 0.7 g/L

WE LIST THE WINE STYLE
 directly on the front label

- Easy to sell to overwhelmed consumers
- Consumers rely more and more on labels for purchasing decisions
 (Wine Intelligence Global Trends 2020)

Contact marketing@sfewine.com for additional trade materials.

Named for the translation of the Native American word Sonoma, Valley of the Moon was born in 1941. Known for producing approachable, down-to-earth wines for the rhythm of everyday life.