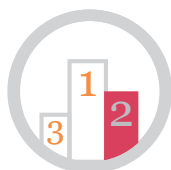


TRENDING

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 1887
 SONOMA COUNTY

	RED WINE BLEND	750 mL
☞	JAMMY, JUICY, FUN	☞

Off-dry, with a fruit-forward Zinfandel base
 Spiced Plum • Dark Cherry • Mission Fig
 Milk Chocolate • Fruit Preserves • Oak
 Alc: 14.8% | pH: 3.71 | TA: 6.2 g/L | RS: 3.6 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.

valleyofthemoonwinery.com • for Trade Assets visit SFEwine.com/VOM