

Winemaking Details and Fine Print Behind Our Low Alcohol “Better For You” Wine

Sunny with a Chance of Flowers

Sunny with a Chance of Flowers is a wine created to make you feel good inside and out. Zero sugar, low calorie, low alcohol and delicious, it seems too good to be true. But Sunny is the real deal--*better for you* and mindfully made. We emphasize transparency by making honest claims that we can support and that are printed on the label, including 85 calories per serving, zero sugar and 9% ABV. Sustainably farmed and produced, Sunny hails from Scheid Family Wines, a family-owned winery in beautiful Monterey County, California founded in 1972.

The “Better For You” Category

We did not create this term! We were excited to learn about this category name from our distributor partners who in tandem with major retailers, are actively developing Better For You sections of their stores and looking for wine brands that fit into the category. The consumer is demanding products in this category – from food items to laundry detergent to pet food – and health and wellness is one of the largest and fastest growing segments of consumer goods. For alcohol beverage, the trade has adopted Better For You, rather than Health and Wellness, as a category for wine and spirits brands. We believe that Sunny is indeed a Better For You brand!

In the Vineyard

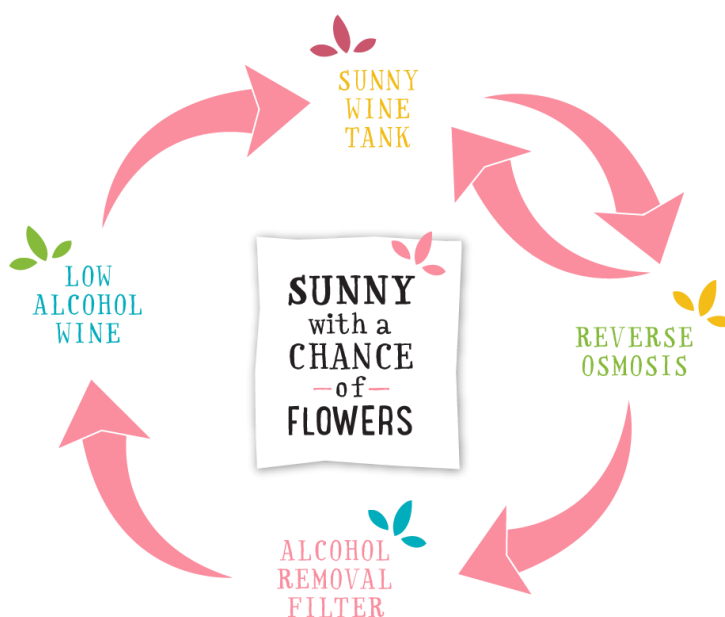
Winemaker Casey Di Cesare believes that flavors are made in the vineyard. That’s why our certified sustainable and 100% estate grown Monterey AVA grapes are left to hang on the vine to reach full maturity and flavor development before harvesting. Depending on the variety, we harvest from 22-25 degrees brix, the same level that we harvest for all of our other wines. As harvest approaches, we are constantly in the vineyards, inspecting for quality and measuring sugar, acidity and pH levels of the grapes as they ripen. We’ve been grape farmers here for almost 50 years and know our vineyards well. Patience is key as we watch and wait for peak ripeness and flavor on the vine which translates into well-balanced, full flavored and true-to-varietal wines.

Winemaking

Upon arrival at our estate winery, the grapes are crushed and fermented to dryness. Yeasts are thoughtfully selected to heighten the aromatics and flavor of each variety. The Sauvignon Blanc and Chardonnay are fermented in stainless steel at a cold temperature of about 50°F to enhance the delicate nuances of the grapes and preserve freshness. The Pinot Noir is fermented at 85°F in open top fermenters and punched down several times per day to gently extract color, tannins and flavor from the skins. We use French oak on our Pinot Noir and Chardonnay and all stainless steel for the Sauvignon Blanc.

Creating a Low Alcohol Wine

Using a proprietary process that features a slow and continuous cycle to preserve aroma, flavor and mouthfeel, alcohol is gently and gradually pulled from the wine to achieve the desired level. We begin with a regular alcohol wine, generally between 13% and 14% alcohol. The wine moves from the starting tank through reverse osmosis via gentle osmotic transport. As the wine passes through the filter, a portion of it moves on to the alcohol removal stage and the balance returns to the starting tank. Alcohol is gently removed; the new low alcohol portion is returned to the starting tank (effectively reducing the total alcohol level of the wine) and circulation of the wine continues. This is a hands-on and time-consuming process with sampling, testing and tasting done each hour in order to hit what we call the “sweet spot”. The result is a delicious 85 calorie per serving wine (*30% fewer calories than an average serving*) with zero sugar and 9% ABV. Alcohol in wine is important to lift aromas out of the glass and for the mouthfeel, weight and texture of the wine. While we experimented with even lower alcohol, we found that 9% ABV was the perfect intersection of low calorie and delicious taste.



What We Do and Do Not Claim

Never in our conversation or marketing materials have we said we are a “clean” wine or a “natural” wine, because there are no definitions or certifications for those terms. Scheid Family Wines is certified sustainable, both in our vineyards and in our winery. We are fully wind powered – our single wind turbine supplies enough renewable energy to power our entire winery operation plus an additional 125 homes in our local community. We have a host of best practices that support our mission of sustainable and responsible winegrowing, including the utilization of low impact farming methods, recycling 100% of our winery water to aid in water conservation and numerous philanthropic endeavors to support our local community. More information can be found here: <https://www.scheidvineyards.com/sustainability>

Moderation has never tasted so good!

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