

# SUNNY with a CHANCE of FLOWERS

## Meet Sunny.

A **ZERO sugar, low calorie, low alcohol** wine created to make you feel good inside and out. It might seem too good to be true but Sunny is the real deal—**better for you**, flat-out delicious and certified sustainable from grapes to glass.



**Zero Sugar**

**85 Calories**

**9% Alcohol**

**100% Delicious**



### Better for You Category – *It's Wines' Time*

Health & Wellness is the largest consumer industry in the world at \$4.7 trillion and continues to be one of the fastest growing segments. Consumers are demanding healthier options across product categories in every aisle in the supermarket. In the alcoholic beverage category, low calorie options for beer have long been available and the low calorie content of hard seltzers is a primary driver of the category's success. **Now it's wines' time.** Wine is ready to capture consumers' attention in the Better For You space and Sunny is poised as the perfect low calorie, zero sugar, low alcohol brand.

### BETTER FOR YOU SNAPSHOT

#### ZERO SUGAR

- Zero Sugar soft drinks, sports and energy drinks saw 22% growth in the last 52 wks and have a 13% share of the market
- Stating "Zero Sugar" on the label is present across all food and beverage products and there are practically no categories where "no sugar" is not a factor
- 57% of American households say LOW SUGAR is a key influencer in deciding what to buy

#### LOW CALORIE

- A significant segment of alcohol beverage consumers care about having a "better for you" alternative
- Domestic Premium Light Beer represents 27% of sales volume and 23% of dollars
- Michelob Ultra (95 calories) is the #2 beer brand
- Hard seltzers (low calorie) are now at \$3.4 billion annually


#### LOW ALCOHOL

- The average ABV of new beverage alcohol items in the last year is 20% lower than the new item average in 2010
- 41% of alcohol consumers say that health drives their drink choices
- Interest in consuming alc beverages made with wellness in mind is highest among those 35-44 years old

**SUNNY**  
with a  
**CHANCE**  
—of—  
**FLOWERS**

## Why Sunny? We Check the Boxes!

- The **ONLY** wine on the market that states **ZERO SUGAR** on its label
- 85 calories** per serving, 425 calories per bottle
- 9% alcohol**

	 <b>SUNNY</b> with a CHANCE of FLOWERS	CUPCAKE LIGHT HEARTED	CENSE	KIM CRAWFORD ILLUMINATE	MIND & BODY	FITVINE	AVALINE
ZERO SUGAR	✓						
LOW CALORIE	✓	✓	✓	✓	✓		
LOW ALCOHOL	✓	✓	✓	✓	✓		
PRODUCED & BOTTLED WITH LOW/ RENEWABLE ENERGY	✓						
ORGANIC OR CERTIFIED SUSTAINABLE GRAPES	✓						✓
ESTATE GROWN	✓						
FAMILY-OWNED	✓				✓		

## THE REAL DEAL

### Sauvignon Blanc

"...it doesn't get much sunnier than this for health-minded, weight-watching or sugar-free drinkers."



### Chardonnay

"This charmer had us at its gentle, glistening and glorious aromas of toasty coconut and buttered toffee."



### Pinot Noir

"The round, voluptuous mouthfeel...had to convince us that there's zero sugar and only 9% alcohol."



\*Sources:

Mintel Dark Spirits Report Nov 2018 | Mintel Future of Wine and Spirits Jan 2019 | Wine Intelligence Report for Wine Market Council: Sept 2019  
Nielsen Homescan U.S. survey in July and August 2019 | Nielsen Measured Channels (xAOC + Convenience)

