

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

**2020 HOT**  
**20 BRAND**  
WINE BUSINESS MONTHLY

*Let the  
Sun Shine!*

**92** POINTS

THE **tastingpanel**  
MAGAZINE

**85 CALORIES**  
**ZERO SUGAR**  
**9% ALCOHOL**  
*Positively Delicious*



[SUNNYWINES.COM](http://SUNNYWINES.COM)



Heidi Scheid with Sunny with a Chance of Flowers winemaker Casey Di Cesare.

# ON THE BRIGHT SIDE: SUNNY WITH A CHANCE OF FLOWERS

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When the pandemic hit last March, just three months before the debut of her Sunny with a Chance of Flowers label, Heidi Scheid had a moment of doubt: Maybe this wasn't the ideal time to be launching a low-alcohol wine. "We joked that maybe we should pivot and turn it into a really high-alcohol wine," says the executive vice president of Scheid Family Wines. But the clouds cleared when Sunny proved to be a hit: In fact, sales of the Positively Sauvignon Blanc, Positively Chardonnay, and Positively Pinot Noir—which, at 9% ABV, all have zero sugar and 85 calories a glass—have been even stronger than pre-pandemic estimates.

Sunny's future remains bright, as the wines are landing on the shelves of many major retailers, including Kroger, Whole Foods, and Albertsons. Given that "we weren't really sure if [better-for-you wine] was even going to be a category," Scheid admits, "we were flying blind a little, but thankfully

it's way exceeded our expectations." It's about time: Compared to market sectors perhaps less bound by tradition (some might say snobbery), the wine industry has been a little late to the health-and-wellness game. Sunny has used this to its advantage, playing up its nutrition facts on its bright, colorful

a big Cab or a Martini, but for me, it's not usually on a Tuesday night. It's nice to be able to enjoy two or three glasses of wine and be totally coherent." Still, younger consumers are clearly enjoying Sunny too, as evidenced by its following of social media influencers; by featuring the brand on their pages,

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bottle. "Putting 'zero sugar' on the front label . . . definitely gives us an edge," Scheid says.

Originally, she thought the brand would resonate primarily with wellness-focused millennials, but it turns out she was overlooking one key demographic: her own. "I'm a boomer, and there's a really big market for older consumers trying to watch out for their health. There's a time and a place for

they're helping to introduce people to a new, better-for-you category of wine in which Sunny's cheery expressions are leading the way.

Expansions are already on the horizon, Scheid reports, with trials of a rosé and a Cabernet Sauvignon currently underway. "It just has an aura of positivity," she says of the young brand. "It's a hard wine to talk about without smiling." —*Allyson Reedy*