

Fastest growing



"BETTER FOR YOU"
BRAND DOMESTIC 750mL
ABOVE \$10

85 calories
per 5 oz. serving

ZERO sugar

9% alcohol



"Better for You" wine segment as defined in "Impact Databank: 'Better for You' Wines On a Steep Growth Trajectory," *Shanken News Daily*, March 1, 2022. Article cross-referenced with IRI L52wk ending 8/7/22, volume % change for domestic, 750ml wines above \$10.
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WHY Sunny?



Fastest-growing
"Better For You" brand
domestic & above \$10*



Domestic "Better For You"
Pinot Noir above \$10 – Total U.S.*

Best

LOW CALORIE WINE

Sunny Pinot Noir named "Best
Low Calorie Wine" by Critics
Challenge

2023 NATIONAL BRAND PROGRAMS OVERVIEW

Your Resolution Wine

Q1 Focus: January – March

Sunny's Better For You offering aligns **perfectly** with consumer preference for healthy & mindful alternatives in the New Year.



In-Store Initiatives & Sweepstakes:



ATHLETA
NordicTrack



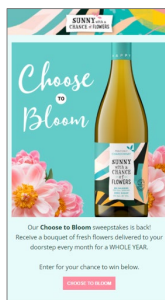
Artwork & partners subject to change

Choose to Bloom

Q2 Focus: March – June

Treat yourself to Sunny, indulgence without the guilt, and celebrate the sunny things in life, like a bouquet of fresh flowers!

In-Store Initiatives & Sweepstakes:



Sunny Summer Spritz

Q3 Focus: June – September

What better way to enjoy Sunny than to sip it all summer long? Keep drink choices light as the weather warms up with Sunny and Q Mixers & Cocktails!

In-Store Initiatives:



Artwork & partners subject to change

Celebration & Moderation

Q4 Focus: October – December

Sunny celebrations can happen any time of year but especially during the holidays. Make every celebration brighter with Sunny wines.

In-Store Initiatives:



* By volume, IRI L52wk ending 7/10/22, Better For You Brands scanning in IRI: Sunny, FitVine, Cupcake LightHearted, Kim Crawford Illuminate, Yellow Tail Pure Bright, Liquid Light, Avaline, Lifevine, Mind & Body, Matua Lighter, BABE 100, Barefoot Bright & Breezy, Cense, Starborough Starlite, Brancott Flight Song, Evenly.
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