

SUNNY with a CHANCE —of— FLOWERS



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**, positively delicious and certified sustainable from grapes to glass.



Zero Sugar
85 Calories
9% Alcohol
100% Delicious



Better for You Category – *It's Wine's Time*

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

Checking the Boxes!

SUNNY IS THE **ONLY** PRODUCT OF ITS KIND IN THE MARKETPLACE

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



	SUNNY WITH A CHANCE OF FLOWERS	MIND & BODY	CUPCAKE LIGHT HEARTED	YELLOW TAIL PURE BRIGHT	KIM CRAWFORD ILLUMINATE	AVALINE	FITVINE
ZERO SUGAR 	✓						
LOW CALORIE	✓	✓	✓	✓	✓		
LOW ALCOHOL	✓	✓	✓	✓	✓		
VEGAN	✓	✓	✓			✓	
PRODUCED & BOTTLED WITH RENEWABLE ENERGY	✓						
ORGANIC OR CERTIFIED SUSTAINABLE GRAPES	✓					✓	
ESTATE GROWN	✓						
FAMILY-OWNED	✓	✓					

*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)

THE REAL DEAL

90
POINTS
The Tasting
Panel

Sauvignon Blanc

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

92
POINTS
The Tasting
Panel

Chardonnay

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



92
POINTS
The Tasting
Panel

Pinot Noir

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

Finding the Sweet Spot



Allow grapes to hang on the vine to reach full flavor potential before harvest



The grapes make their journey to our estate winery, where they are crushed and fermented to dryness



Using an innovative and proprietary process that features a two-stage filter, alcohol is gently and gradually pulled from the wine, leaving behind a reduced-alcohol product



Chief Sunny Officer, Heidi Scheid & Winemaker Casey Di Cesare

THE RESULT - An 85 calorie per serving wine (30% fewer calories than an average serving!) striking "the sweet spot" between zero sugar/low calorie/low alcohol and delicious flavor



@SUNNYWITHACHANCEOFFLOWERS



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