

# SUNNY with a CHANCE of FLOWERS

POSITIVELY  
**BUBBLY ROSÉ**  
MONTEREY COUNTY, CA

SPLASH SOME  
*positivity* INTO YOUR GLASS

Sunny with a Chance of Flowers is a balanced lifestyle wine created to make you feel good inside and out. Zero sugar, low calorie, lower alcohol and positively delicious. **Our Sunny Bubbly Rosé has flavors of fresh strawberry and bright cherry with a crisp, refreshing finish and lovely, fine bubbles.**

9% alcohol

**ZERO** sugar

**85** calories  
per 5 oz. serving



AVERAGE ANALYSIS PER 5 OZ. SERVING: 85 CALORIES  
CARBOHYDRATES 3.3G | PROTEIN 0.4G | FAT 0G

[SUNNYWINES.COM](https://www.sunnywines.com)  
[@SUNNYWITHACHANCEOFFLOWERS](https://www.instagram.com/sunnywithachanceofflowers)

# Why Sunny Bubbly?

## The stats

- ✓ Sparkling wine is **projected to grow by 15%+** in volume through 2026<sup>1</sup>
- ✓ Between 2019 & 2022, the number of Americans enjoying sparkling wine has **risen by 30%**<sup>1</sup>
- ✓ **1 In 2 Consumers** agree **Low Alcohol** drinks are a healthy option as consumers continue to focus on their personal well-being <sup>2</sup>
- ✓ There is a **white space for zero sugar, low alcohol bubbly** Rosé in the marketplace <sup>2</sup>

## The package

- ✓ **Crown cap:** a closure for anytime/anywhere fun and approachability—and no waitstaff training!
- ✓ **Label:** an evolution of the Sunny label, the front is a holographic foil for an elevated vibe
- ✓ **Shipper:** new shipper specifically for bubbly

## POS for launch

- ✓ **Case Cards, Case Glorifiers, Boxy Neckers** (pre-packed 6 per case) and **Shelf Talkers**
- ✓ **Digital Brand Advertising:** Trade, programmatic and social media influencer & geotargeted ad support
- ✓ **MIRs** kicking off in June and **IRCs** available where legal



Case Card



Neckers



Bubbly Shipper with Header Card

[sunnywines.com](http://sunnywines.com) • [@sunnywithachanceofflowers](https://www.instagram.com/sunnywithachanceofflowers)

<sup>1</sup> Wine Intelligence, [Shifts in consumer attitudes fuel the growth of sparkling wine in the US- Wine Intelligence](#)

<sup>2</sup>Nielsen TTL US XAOC PLUS PACKAGE WINE 52 WK PE 012922; Min. 1% Share | Mintel US What The 2022 Consumer Trends Mean For Food And Drink; Mintel US Foodservice Alcohol Trends 2021