

SCARLET™



LOW ALCOHOL • SEMI-SWEET • LIGHTLY SPARKLING

5% ABV | 90 Calories

SCARLET™

From Piedmont, Italy

: Lovisolo family winery est. 1898

: Semi-Sweet

: Low Alcohol

: Natural Flavors

: Lightly Sparkling

: Unique aluminum
bottle protects
integrity and
flavor of the wine





SCARLET™

“NOLO” WINES IN DEMAND

- **8 in 10** Large Grocery RFPs for Spring 2024 Requested Low ABV Wines¹
- Sales of low ABV wines **+10.4%** in 2022: \$3.1B²
- **26%** of Wine Consumers Want Low ABV, **31%** Low Calorie Wine Options³
- **78%** of Low-Alc Consumers Also Drink Full-Strength Alcohol⁴
- **41%** of Wine Consumers Prefer Sweeter Style or Flavored Wines, including **2/3** of Hispanic Consumers⁵

Compare to Stella Rosa™ sparkling wines⁶:

#1 Selling Import Brand in U.S.
#1 Selling Wine Brand in California⁷
+41% Average Growth 2015 - 2021
SRP: \$13 - \$17 (Super Premium)

¹Internal AI Brand Lab
Data Sept 2023

²Neilsen IQ 2022

³Shanken Daily, Dec 2022

⁴IWSR Feb 2023

⁵Scarlet Consumer Survey,
Momentive, April 2022

⁶Impact Databank 2022

⁷Statista 2022



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DEMOGRAPHICS

Gender: Women 61%, Men 37%, 2% Other

Income: 49%: \$10k - \$99k

Geography: Live < 25 miles of Urban Center

Age: 21 - 49

Hispanic: 39% “Strong Appeal”

Shoppers: 73% Expect to Buy Scarlet in Grocery Store