

SCARLET™

VINEYARDS

Celebrate Our Winery's 125th Anniversary

SEMI-SWEET · LOW-ALCOHOL · LIGHTLY SPARKLING



FOCUS ON QUALITY

For 125 years, the Lovisolo family has been dedicated to producing highly acclaimed wines in Piedmont, Italy, and have always delivered exceptional quality at every price range.

FOCUS ON THE CONSUMER*

Consumer testing shows Scarlet dramatically over indexes for:

- 21-39 age group
- Young Hispanic wine drinkers
- 3/4 of all consumers were very interested in Scarlet



FAST GROWING CATEGORIES**

Low & No Alc. Wines	+10.4%
Italian Wines	+17.1%
Italian Sparkling	+33%

FOCUS ON THE ENVIRONMENT



"We adopt practices such as sustainable farming or the use of aluminum bottles because it is the right approach for our wines, our customers, and the environment.

Aluminum bottles piqued our interest several years ago, but only recent technological advancements have allowed the bottles to safeguard the quality and authenticity of our wines."



Massimo Lovisolo



MOSCATO - This enchanting Moscato is bright and floral, with small, lively bubbles that offer delightful citrus and honeycomb aromas.

REDBERRY ROSE – This vibrant wine has notes of fresh strawberry and raspberry. The small-pearl bubbles lift aromas of lime and hibiscus to the nose.

RED BLEND - This juicy Red Blend offers ripe, black cherry flavors and pleasing acacia flower notes.

THE ALUMINUM BOTTLE STORY

Aluminum bottles offer advantages:

- 60% lighter - reduces shipping costs
- More durable - less likely to break
- Eco-friendly - can be recycled indefinitely, unlike glass
- Preserves quality - excellent barrier against damaging light and oxygen
- Convenient screw caps - enjoy a glass without the need for a cork

THE LOW ALCOHOL WINE STORY***

People seek out healthier wines:

- In a consumer study 26% of wine consumers said they were looking for Low Alc. alternatives
- Sales of low ABV wines +10.4% to over \$3 Billion
- Well made low alc. wines like Scarlet are elegant and delicious
- 99 calories or less per serving



Varietal	Size	UPC	SCC	Varietals
Moscato	375 ml	892591000268	10892591000265	Moscato Bianco
	750 ml	892591000183	10892591000180	
Red Blend	375 ml	892591000718	110892591000715	Brachetto, Dolcetto, Lambrusco
	750 ml	892591000329	10892591000326	
Redberry Rose	375 ml	893928002276	10893928002273	Brachetto, Moscato Bianco, Cortese, Garganega
	750 ml	892591000442	10892591000449	

* Momentive Global - Brand/Consumer Survey
 ** Nielsen IQ - 52 weeks ending 2/22
 *** Impact Databank 2022