

INTRODUCING NEW

Day Owl

ROSÉ

Floral, fresh red fruit, and orange
zest aromas on the nose, this
Barbera Rosé is bright, citrusy,
and effortlessly cool.
Nighttime is for catching Z's.
The Day belongs to Rosé.



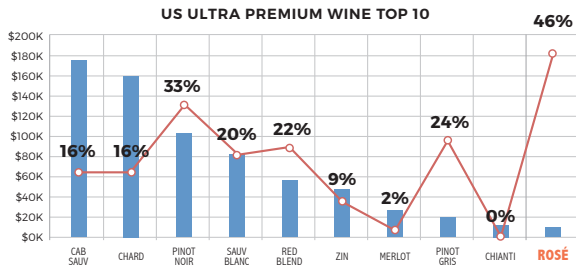
Day Owl

DAY TRIPPERS, DAY SIPPERS
THIS ONE'S FOR YOU

A play on the familiar “Night Owl” persona, the Day Owl drinker is dedicated to living life to the fullest, seizing each day—and most importantly—savoring the moment with a refreshing glass of Rosé. Bright, citrusy, and effortlessly cool, this versatile wine pairs perfectly with whatever the day throws at it. **Live for the Day.**

WHY ROSÉ?

Rosé is the fastest growing varietal! The Ultra Premium Rosé category has seen a growth of 45.6% dollar sales vs. YA, compared to 17.7% total US wine category*. Millennials are driving this category growth.



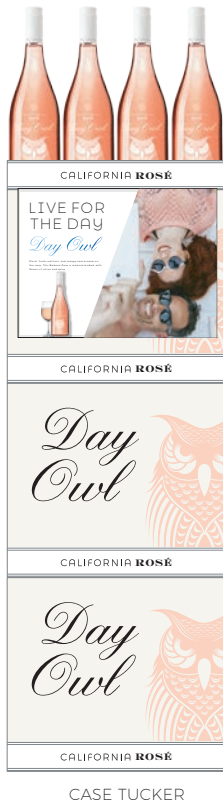
THE UNITED STATES IS THE
second largest market
FOR ROSÉ WINE**



TASTING NOTES

Floral, fresh red fruit, and orange zest aromas on the nose. The wine is medium bodied with flavors of citrus and spice on the mid-palate. The finish is crisp and moderate in length. Pairs well with grilled salmon, fresh citrus salads, cured meats.

*Source: Nielsen 52 weeks ending 7/16
** Source: Wine Intelligence, Winc



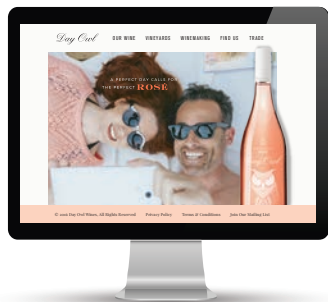
BRAND LAUNCH MARKETING SUPPORT



BOTTLE NECKER WITH INTRODUCTORY COUPON



SHELF TALKER



DAYOWLWINES.COM WEBSITE

MEDIA PARTNERS

BRIT+CO.

facebook

Instagram

BLOGHER

PopularPays

The Day Owl new brand launch consists of various in-store and online programming aimed to target premium Millennial Rosé drinkers.

LIVE FOR THE DAY

