

THE ALLEGRO DRINKER

An avid and ambitious entertainer, the Allegro drinker believes fun is its own reward. When she's not scouring Pinterest for the perfect touches to pull together her latest garden party or brunch affair, she's crafting chic centerpieces made from household items and vintage treasures. Her many friends know her as a fabulous connector who always brings great taste and whimsical flare to every occasion.

The Hostess with the Most: No detail is too small

Girls Just Want to Have Fun: Seeks wine that's as vibrant as her social circle

Versatility is Key: Adaptable for every occasion

DEMOGRAPHICS

- 21-54 years old
- Hosts parties and entertains many times a year
- 80% female, 20% male

ALLEGRO BRAND STORY

Allegro is California's first Moscato made exclusively from 100% estate grown Muscat Canelli, the same noble grape used to produce Italy's famed Moscato d'Asti. With fresh, fragrant orange blossom, apricot, and peach aromas, this refreshing wine is delicious when it's poured on its own, paired with a cheese plate, or mixed into a craft cocktail. Allegro is simply perfect for everyday occasion.

IS / IS NOT

Allegro Is: Fresh, Fun, Energetic, Celebratory, Premium

Allegro Is Not: Serious, Sophisticated, Cerebral

WORDS WE LIVE BY

Wine Worth Celebrating

ON-BRAND EXPERIENCES & LOCAL CONSUMER ACTIVATION

- DIY, Craft and Maker Events
- Wedding and Bridal Shows



WINEMAKING APPROACH

Allegro Moscato is handcrafted from our very own estate grown grapes. Our vineyard is located on the banks of the Kings River in the San Joaquin Valley, next to our winery. San Joaquin Valley's rich, fertile soils, combined with the prevailing warm weather create ideal conditions for promoting fully ripened flavors. Our Muscat Canelli vineyards are harvested while the grapes still retain their natural acidity. They are then juiced and cold fermented with a select yeast strain that maximizes the varietal character. Fermentations are arrested at the halfway point to retain as much of the natural CO2 as possible. The resulting wine is sweet yet refreshing. Allegro's acidity balances out the residual sugar, making the finish crisp and clean but never cloying.

KEY SELLING POINTS

- 100% Estate grown
- Limited case production wine
- 1st CA Moscato made exclusively from Muscat Canelli
- Deliciously versatile, on it's own or mixed into cocktails

AWARDS & ACCOLADES

Exceptional, 90 Points, Beverage Testing Institute
Gold Medal, 90 Points, Winemaker Challenge Int'l Wine Competition
Silver Medal, 88 Points, California State Fair Wine Competition
Best Buy, 88 Points, Tasting Panel Magazine
Silver Medal, Critics Challenge Wine Competition
Bronze Medal, San Francisco Chronicle Wine Competition
Bronze Medal, TEXSOM International Wine Awards



BENCHMARK SET

ALLEGRO ITEM	PRIMARY	SECONDARY	TERTIARY
Moscato	Risata	Cupcake	Stella Rosa

SUGGESTED PRICING GUIDELINES

WHITE TAG	EVERYDAY	TPR	AD/PLANNER/DEEP	AVG BTG
\$12.99	\$9.99	\$8.99	\$7.99	\$7.00

PRODUCT SPECS

Product	Size	Case Pk	ABV%	UPC Code	Case Dimensions	Case Wt.	SCC Code	Pallet	Quantity
Moscato	750 mL	12	7.9%	0-15456-09210-3	12 x 10 x 13.25	34 lbs	1 00 15456 09210 0	14 x 4	56

Varietal	Moscato
Vineyards	California
Winemaking	Cold fermented in stainless steel for 6 weeks at 40° F
Taste Profile	Signature notes of exotic orange blossom and honeyed peach with clean, crisp acids. Lushly flavored, light in body and refreshing on the palate.