



squealing pig



# squealing pig

sunny california

rosé

## Color

Light Provencal piggy pink.

## Nose / Palate

The nose is bright and inviting, like California sunshine, filled with notes of stone fruit. The palate is refreshing and balanced totally tasty with juicy notes of fresh grapefruit and just picked strawberry. All this backed with natural acidity and a subtle sweetness for a beautifully delicate and dry finish that will make you want squeal for more.

## Cellaring

This wine should be enjoyed while young before it gets snapped up in its most vibrant and refreshing form. Serve chilled and crack a smile squeal.

## Technical Information

Region: California

this little pig went to market  
this little pig stayed home  
this little pig had roast beef strawberry notes  
this little pig had none a refreshing finish  
this little pig went pink pink pink



squealing pig | rosé



squealing pig



# squealing pig

marlborough  
sauvignon blanc

## Color

Light straw with a ~~green~~ subtle grass hue.

## Nose

The nose is salivating and crisp like a summer salad, bursting with juicy pineapple and lemon pith backed up by fresh green notes of basil and cut grass.

## Palate

The palate is ~~weighty and refreshing~~ practically exploding out of the glass it has so much energy with layers of lemon and lime pith with just squeezed grapefruit. Tangy citrus notes lead to a focused yet textural finish of white peach with delicious balance.

## Cellaring

This wine is bright and inviting, like Marlborough sunshine. Drink ~~early~~ straight away to savour the vibrant aromas and liveliness.

## Technical Information

Region: Marlborough, New Zealand

Variety: Sauvignon Blanc

# squealing pig



## sauvignon blanc

This little pig ~~stayed home~~ is expanding in the United States







**squealing pig**




### Brand Story:

-  squealing pig is a tale about a pig who wanted more from life than just a pig pen. Keen on wine, the pig trotted off seeking a great Sauvignon Blanc with personality.
-  Eager to experiment with fresh varieties and styles, the pig began globetrotting around the world. No matter where this little pig finds itself, from New Zealand to California and beyond, squealing pig makes cracking wines that are approachable, flavor-packed, and pair with no-fuss foods. And have more fun than anyone else doing it.

### Opportunity:

-  Recruit younger millennials through the growing (+3%) \$15-20 segment
-  Sauvignon Blanc is the 4<sup>th</sup> largest varietal in wine and growing +6%
-  \$15-20 New Zealand Sauvignon Blanc is growing +13%
-  Replicate strong success of the brand in the Australia market

### Product Details:

-  Marlborough Sauvignon Blanc; fresh and aromatic with tropical fruit flavors of passion fruit, pineapple, and citrus
-  Fun and eye-catching packaging; 750ml with screwcap to enjoy anywhere, anytime
-  SRP/Floor Price: \$17.99 / \$15.99, BTG \$12/11

### Ship Date:

-  On-Premise available now
-  Targeted off-premise launch Fall 2023, national launch January 2024



# squealing pig

## rose

This little pig ~~stayed home~~ is launching a new varietal in the United States

### Brand Story:

- 🐷 squealing pig is a tale about a pig who wanted more from life than just a pig pen. Keen on wine, the pig trotted off to make a great wine with personality.
- 🐷 Eager to experiment with fresh varieties and styles, the pig began globetrotting around the world. No matter where this little pig finds itself, from New Zealand to California and beyond, squealing pig makes cracking wines that are approachable, flavor-packed, and pair with no-fuss foods. And have more fun than anyone else doing it.

### Opportunity:

- 🐷 Recruit younger millennials through the growing (+3%) \$15-20 segment
- 🐷 Rose (+4%) is among the top 5 fastest growing varietals within \$15-20
- 🐷 \$15-20 California Rose is growing +2%
- 🐷 Replicate strong success of the brand in the Australia market

### Product Details:

- 🐷 Inspired by Provence, made in California; crisp and refreshing with notes of strawberry and pink grapefruit
- 🐷 Fun and eye-catching packaging; 750ml bottle with screwcap to enjoy anywhere, anytime
- 🐷 SRP/Floor Price: \$17.99 / \$15.99, BTG: \$12/11

**Launch Date: Limited quantities available now; national launch Spring 2024**



**squealing pig**



# squealing pig

sauvignon blanc front label and back label for off-premise

