

A fresh new  
take on  
Sauvignon Blanc  
*by*  
Villa Maria





# Insight – Universal Pink

*It feels like everyone is drinking pink these days – Instagram and social occasions are dominated by the fun-factor pale Rosés and pink spirits offer and the data highlights this rapid growth.*

Yet despite all the noise, growth and ‘Grams’, the Rosé category remains dwarfed by Sauvignon Blanc.

*Sauvignon Blanc value sales in Total NZ Supermarkets are 4 × the size of Rose\**

\*Source Nielsen Scan Data MAT Total Supermarkets to 28 June 2020



What if you want  
the fun of Rose, but love  
Sauvignon Blanc?

*Introducing...*

# Villa Maria Blush Sauvignon

Bringing the Instagrammable fun  
to the biggest category in wine.



*The product*

# Yes, it's pink. No it's not Rosé

It's Sauvignon Blanc.  
90% Sauvignon Blanc in fact,  
caressed with 10% Merlot for a beautiful  
'Provence-like' blush.

Looks like Rosé, tastes like Sauvignon Blanc.



## *The Opportunity*

# We want to reinvigorate the Sauvignon Blanc category

We don't want to launch another Rosé. Our objective is to revitalise the Sauvignon Blanc category, taking it from weeknight tippie to Saturday sociability. Delivering the taste experience of New Zealand's favourite white wine with a playful fun-factor that opens up a whole new occasion for Sauvignon Blanc.

This wine **must** be ranged in the Sauvignon Blanc category if it is to be successful in achieving our category objectives. At a product level, this wine does not deliver the taste experience Rosé buyers are expecting.

\*Readers Digest Most Trusted Brands 2020\*Nielsen Grocery data 2020



*Product Information...*

# Blush Sauvignon

Vibrant aromas of passionfruit and fresh herbs, with a splash of Merlot adding floral blossom and delicate red berry notes.

VARIETIES: 90% Sauvignon Blanc and 10% Merlot  
ALCOHOL: 13%  
pH: 3.3  
TOTAL ACIDITY: 6.6g/L  
RESIDUAL SUGAR: 6.0g/L

Product Description: Villa Maria Blush Sauvignon 2020

Size: 750mL  
Case Quantity: 6-Pk  
Product Code: VMPSAROX206O  
Carton Barcode: 29414416106266  
Product Unit Barcode: 9414416106262

FOB:

Available on:

