MOVO Wine Spritzers





MOVO Product Overview

Flavors: Peach White Blend, Raspberry Rosé, **Blood Orange Sangria**

Pack Sizes:

(2) 4-pack 8.4oz (250ml) sleek cans - Peach White Blend, Raspberry Rosé

(1) 4-pack 8.4oz (250ml) sleek can Variety

Pack – 2x Peach, 1x Raspberry, 1x Blood Orange

Suggested PTC:

4-pack: \$8,99 Singles: \$2.49 Launching: March 2020 Shelf Life: 12 months

Placement: with other RTD wine

Consumer Target	25-39 year old female wine drinkers who want to ditch the decanter and enjoy a better for you version of their preferred alcohol beverage whenever and wherever!
Point of Difference	100 calorie wine spritzer with no sugar added and simple ingredients. Barefoot Wine Spritzers have 150+ calories and more than double the sugar of MOVO.
Reasons To Believe	 MOVO provides a modern twist on traditional stuffy wine, allowing consumers to enjoy their preferred beverage in a way that fits seamlessly with their lifestyle. 100 calories, no sugar added, 5.5% ABV, Gluten Free

MOVO Tasting Notes

PEACH WHITE BLEND made with a white wine blend



sparkling effervescence



champagne golden, and

SNIFF: Ripe stone fruit - peach and apricot- accented by slightly floral pear notes

SIP: Perfectly balanced, with a touch of white grape sweetness countered by a hint of green apple-like acidity

SAVOR: Spritzy and light, with a brisk carbonation. Refreshingly crisp, with a delicate sweet/tart balance

RASPBERRY ROSÉ made with a rosé wine blend

OVO INE SPRITZER 5.5% M MADE WITH POSE WIRE LING WATER, REAL JU NATURAL FLAVOR





SEE: Rose petal pink, with a brilliant clarity, and sparkling effervescence

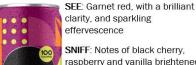
SNIFF: Raspberry jam highlighted by ripe strawberry, and subtle, freshly cut watermelon notes

SIP: Dry and fruit forward, with a berry-like tartness accented by a hint of sweetness

SAVOR: Spritzy and light, with a brisk carbonation. Zesty. bright, and refreshing with a crisp finish

BLOOD ORANGE SANGRIA

made with a ruby cabernet wine



effervescence SNIFF: Notes of black cherry. raspberry and vanilla brightened by hints of blood orange and



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E SPRITZER

SIP: Fruit forward with oaky highlights that balance the subtle sweetness



floral pear

SAVOR: Spritzy and dry, with a soft, round mouthfeel. Zesty and bright, with a crisp, dry finish





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MOVO BLOOD ORANGE SANGRIA

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