



MOVO Wine Spritzers



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 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

MOVO Tasting Notes

PEACH WHITE BLEND

made with a white wine blend



SEE: Brilliantly clear, champagne golden, and sparkling effervescence

SMIFF: 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



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

SMIFF: 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



SEE: Garnet red, with a brilliant clarity, and sparkling effervescence

SMIFF: Notes of black cherry, raspberry and vanilla brightened by hints of blood orange and floral pear

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

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