



villa M

It was 1974 and I had just started in wine. Our first Moscato vineyard was close to home and we could see from the window. From that vineyard my passion for this unique and inimitable wine was born.

~Gianni Gagliardo



SORI

The Sori are a cultural heritage even before wine. These are particularly steep vineyards, well-exposed to the sun, and so difficult to practice that terraces are often necessary. They have a slope between 45 and 50% which does not allow access to any machinery.



Moscato

Moscato consumer turned on during the pandemic(Nielsen)

Pre-COVID Moscato was down

Post-COVID Moscato grows +30% Faster than Total Wine category

Led by Stella Rosa +145% YTD (RNDC Internal research)

Top selling flavored wines are Peach & Berry(huge bases)

Stella Peach +54% YTD

Stella Berry +44% YTD

Villa M +50% YTD(Enotec Internal data)

Wholesale Pricing:

1-4 cases = \$140 case

5-9 cases = \$130 case

10+ cases = \$120 case



| | \$ | | % Chg YA | | 9LEQ | | 9LEQ % Chg YA | |
|--------------------------------------------------------------------------------------------------------------|-------------------|--------------------------------|------------------------|--------------------------------|------------------------|--------------------------------|------------------------|--------------------------------|
| | 52 W/E 02/29/20 | W/E 03/07/20 thru W/E 06/06/20 | Latest 52 W/E 02/29/20 | W/E 03/07/20 thru W/E 06/06/20 | Latest 52 W/E 02/29/20 | W/E 03/07/20 thru W/E 06/06/20 | Latest 52 W/E 02/29/20 | W/E 03/07/20 thru W/E 06/06/20 |
| TABLE WINE | \$ 14,454,016,692 | \$ 4,811,292,701 | 0.1 | 28.1 | 157,786,969 | 51,783,399 | -2.6 | 23.7 |
| TTL MOSCATO (TABLE) | \$ 627,266,596 | \$ 223,553,919 | -3.3 | 34.9 | 9,419,325 | 3,274,627 | -5.1 | 30.7 |
| SHARE of TABLE | 4.3% | 4.6% | | | 6.0% | 6.3% | | |
| MOSCATO GROWING FASTER THAN CATEGORY SINCE W/E MARCH 7, 2020; ONE OF THE FASTEST GROWTH VARIETALS SINCE THEN | | | | | | | | |
| TOTAL SPARKLING | \$ 1,769,977,132 | \$ 525,965,963 | 5.2 | 28.4 | 11,488,092 | 3,454,290 | 2.4 | 27.0 |
| PROSECCO | \$ 406,007,577 | \$ 136,457,628 | 13.5 | 42.9 | 2,576,988 | 847,835 | 11.5 | 40.2 |
| SHARE of SPARKLING | 22.9% | 25.9% | | | 22.4% | 24.5% | | |
| PROSECCO CONTINUES TO GROW THE SPARKLING CATEGORY | | | | | | | | |

Moscato grows 30%
Faster than Total Wine
post COVID

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