



# RECKLESS LOVE WINES

## BRAND OVERVIEW

Reckless Love Wines represents the notion of not taking yourself too seriously. There is a fine balance between righteous wine and a good time and we found it here.

## KEY SELLING POINTS\*

- Untamed and humorous
- Reckless Love Red Blend has a glow-in-the-dark bottle
- Hot Varietal! Red Blends are the 3rd highest grossing varietal in dollar volume across all price points

## WINE STYLE

Bold and spirited

## PRICING & BRAND STANDARDS



# RECKLESS LOVE

# SUNDAY FUNDAY

BRAND STANDARDS	APPELLATION	California	California
	KEY COMPETITORS	Freakshow, Troublemaker	Apothic, Cupcake, Pomelo
PRICING STANDARDS	FRONTLINE/SRP	\$22.99	\$14.99

TARGET CHANNEL GUIDELINES	Premium Grocery	Mainstream Grocery	Value / Mass Club / Drug	Liquor	C-Store	Fine Dining	Upscale Casual	Family Casual	Hospitality
	X	X		X			X	X	

\* Nielsen; TTL US Food/Drug Liquor/xAOC: Domestic; trailing 26 week ending 8/11/18