



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
- Distinctive labels that are entertaining and memorable
- Red Blends are the 4th highest grossing varietal in dollar volume in the category and continue to grow
- Sparkling Rosé and Sauvignon Blanc are outpacing the category, growing at +15.5% and +5.8% respectively






WINE STYLE

Bold and spirited



*Source: Nielsen Total F/D/L , Latest 52, W/E 1.25.20. \$9 - 11.99, \$12 - \$14.99

PRICING & BRAND STANDARDS

		PRODUCT/VARIETAL		
		Red Blend	Sauvignon Blanc	Sparkling Rosé
<div>RECKLESS LOVE</div> <div>SUNDAY FUNDAY</div>				
BRAND STANDARDS	APPELLATION	California	California	Italy
	KEY COMPETITORS	1000 Stories, Troublemaker	Seaglass, Pomelo	Cupcake, Ménage à Trois
PRICING STANDARDS	FRONTLINE/ SRP	\$14.99	\$10.99	\$11.99

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	