



**Wine is serious...
Sangria is FUN!**



Bass Note™ Sangria artfully blends premium wine with unexpected combinations of fresh juice, puree, and natural flavors to create a next-generation Sangria that is both refreshing and complex. Perfect while relaxing with friends on the porch, during your next BBQ, or at any get-together!

Brand Benefits

- Convenient for the consumer, just pour over ice. Add fresh fruit to be "Fancy"
- Greater revenue and profit for retailer due to higher price point vs. competitive set
- Unique upscale offering, helps to set retailer apart from competition

Consumer Profile

- Women 25-55
- Consumes wine 2x per week or more
- Average household income over \$75,000
- Hosts or attends many social events per year
- Early adopter of new trends

Suggested Retail Price \$9.99 - \$12.99

Shelving Suggestions

For increases sales volume and ease of shopping:

- Place with other Sangrias or if none, with other Sweet Wine (\$10-\$15)
- Place all Bass Note flavors together
- Place in Cold Box whenever possible
- Do not place on bottom shelf with low priced items (Bass Note is Premium)

www.bassnotesangria.com



Wine is serious...
Sangria is FUN!

**WATERMELON
BASIL**



Refreshing Watermelon & tart Lemons are blended with a hint of Basil and a crisp California White wine, making this Sangria a treat for the senses.

Enjoy with grilled shrimp, Asian cuisine, or goat cheese.

12 x 750ml
ABV 11%



**RASPBERRY
HIBISCUS**



Vibrant Raspberries, Lemons, and the subtle floral notes of Hibiscus flowers coupled with crisp California White wine bestows this Sangria with a refreshing demeanor and a dynamic pop.

Wonderful with lasagna, fried chicken, mild cheeses, or dark chocolate.

12 x 750ml
ABV 11%



**PEACH
TARRAGON**



Ripe Peaches, Lemons, and a hint of Tarragon married with crisp California White wine, provides this Sangria with an easy drinking profile and a little zip.

Goes splendidly with a fresh chicken salad or grilled salmon.

12 x 750ml
ABV 11%



**BLACKBERRY
SAGE**



Fresh Blackberries, Lemons and a touch of Sage combined with rich fruity California Red wine gives this Sangria deep, exquisite aroma and flavor.

Pairs perfectly with BBQ pork or grilled steak.

12 x 750ml
ABV 11%



www.bassnotesangria.com