

BAREFOOT BUBBLY PINK MOSCATO SCORES 100 POINTS + DOUBLE GOLD!

Source: [New World International Wine Competition](#)

We're giving you everything you need to get Bubbly Pink Moscato to the floor in every store!



Barefoot Bubbly Pink Moscato is the #1 Sparkling Sweet Wine in the country¹



Barefoot Bubbly Pink Moscato brings in the most new buyers of all Sparkling Sweet Wine²



Barefoot Bubbly Moscato's see the most volume lift on display³

SOCIAL ASSETS TO SHARE WITH RETAILERS!



Social assets available on Content hub - [linked here!](#)

WE'RE DRIVING TRAFFIC VIA DRIZLY!

Digital Ad Spend to drive traffic to Drizly



Promoting **Bubbly Pink Moscato** NOW to April 18th in NY, NJ, CT, Boston, Denver, Chicago, Washington, Tampa, Dallas,

Drizly sell sheet on Content hub - [linked here!](#)



CATALINA CAMPAIGN 4/5 - 5/10

Bubbly is supporting four **Catalina** offers to drive velocity and capture Easter & Mother's Day consumption!



SAVE \$1.25
WHEN YOU PURCHASE ANY ONE (1) 750ML BOTTLE OF BAREFOOT BUBBLY

Valid on any 750ml of Barefoot Bubbly in markets where permitted



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1. IRI BWS. Total US MULO/RMAs. Latest 52 Weeks ending 3/22/20. Volume Sales.

2. IRI Panel. Total US - All Outlets. Latest 52 Weeks ending 3/22/20. New Buyers.

3. IRI BWS. Total US MULO/RMAs. Latest 52 Weeks ending 3/22/20. % Inc. in Volume Display Only.