

**SURF →**  
**← SWIM**  
CHARDONNAY  
CALIFORNIA

AS SEEN IN

**POP SUGAR.**

“Canned wine is the trend of summer... and these are the best...”

<https://www.popsugar.com/food/Best-Canned-Wines-43650467>



## Think Outside the Bottle **Surf Swim Chardonnay Cans**

Surf Swim Chardonnay is a rapidly growing brand that brings a taste of the beach to you in every bottle, and now in every can. Surf Swim Chardonnay Cans are available in 4-packs of colorful and slender 8.4 oz. cans, with the same high-quality 13.5% ABV chardonnay as in the bottle. Now you can take this award-winning wine with you on-the-go – it's your perfect single serve sipper.

### Features and Benefits:

- Easy open and serve
- Enjoy one serving at a time
- No oxidation of wine – airtight and open a fresh can each time
- Pour size control – minimize waste
- Lightweight and shatterproof
- Environmentally friendly and recyclable
- Portable for active customers
- Cool and trendy

### Sales Trends:

- Chardonnay #1 varietal in the U.S.
- Chardonnay #1 **On-the-go** varietal
- Canned wine category **+35%** in latest 52 week
- Surf Swim **+75%** in YTD case volume

Source: Nielsen w/e 1/26/18

### On-Premise:

- Fast casual restaurants
- Concert venues
- Sports arenas
- Hotel mini bars
- Hotel lobby grab n' go
- Casual Dining/Patio Bars
- Gift shops
- Poolside/beachside
- Golf and tennis clubs
- Ski resorts
- Casinos
- Airport Concessions

[www.surfswimwine.com](http://www.surfswimwine.com)

