



Taonga Sauvignon Blanc New Zealand's Treasured Gift!

Taonga is the Maori word for “treasured gift” usually symbolized by the jade necklace on the label; and this wine certainly lives up to its name. The grapes come from Taonga's vineyards in the Upper Wairau region of Marlborough. The vineyards are certified sustainable by Sustainable Wine Growing, New Zealand.

The Situation:

According to AC Nielsen Total US Food 26 weeks ending May, 2020:

- Total Sauvignon Blanc varietal category is the 3rd largest white varietal segment at \$342MM dollar sales generating +25% \$ sales growth in the US behind Chardonnay and Pinot Grigio.
- NZ Sauvignon Blanc represents 43% \$ sales share of Total Sauvignon Blanc category generating +23% \$ sales growth and among the fastest growing varietal segments lead by Rose.
- NZ Sauvignon Blanc in \$10-\$15 price segment represents largest \$ sales share at 75% of category generating +24% \$ sales growth.
- Consumers love NZ Sauvignon Blanc for its crisp, bright, refreshing and easy to drink taste profile.
- Taonga Sauvignon Blanc is grown at a higher elevation and close proximity to the mountains. The days are hotter than in the main valley and the nights are cool giving the wine a great balance between fruit and acidity. Golden yellow color with a grassy, herbaceous nose and minerality, grapefruit and gooseberry on the palate.

The Idea:

Capitalize on the category momentum for New Zealand Sauvignon Blanc. According to AC Nielsen 52 week, May, 2020, New Zealand is +11.6% in dollars and +10.5% in sales. It is the only country posting double digit, continuous, year after year growth! The category is not yet saturated as witnessed by this growth trend. Summertime is the perfect time to enjoy a refreshing glass of Taonga Sauvignon Blanc.

FEATURE	BENEFIT
Growing category	Momentum and interest = sales!
Taonga is not a general market supermarket brand	Appeals to on and off premise looking for a brand that can be competitive and generate revenue
Has the right taste and smell profile	Appeals to consumers who expect the typical aromas in a NZ Sauvignon Blanc
Certified, Sustainable Wine Making and Viticulture	Appeals to consumers looking for sustainable, authentic products with a sense of place



89 points - BEST BUY!

2019 vintage



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