



**PRIVATE DANCER**

RED BLEND RESERVE





TOP 5 MOST POPULAR VARIETALS IN U.S.

## THE RED BLEND CATEGORY

**The red blend category is booming.**

Sales across the Caribbean region increased over 50% in the last four years with shipments exceeding **500,000 cases**. This is more certainly due to the category's broad appeal to both new and experienced wine drinkers.

According to Nielsen, the U.S. red blend category accounts for **\$900 million in retail sales annually** and is one of the fastest-growing wine sales categories in the United States and could surpass the longtime leader Cabernet Sauvignon!

***“Red blends have gained in popularity because they are approachable wines with smooth, round mouth feel.”***

*Gladys Horiuchi  
Director of Media Relations  
The Wine Institute in San Francisco*



Introducing:

# PRIVATE DANCER

**2018 CALIFORNIA RED BLEND RESERVE**

Private Dancer Red Blend Reserve is a luscious, fruit forward California red blend with flavorful notes of ripe dark fruits. The finish is smooth and trails with spices and a very slight tannin sensation. Overall, this is a well-balanced, crowd pleasing wine.

## VARIETAL COMPOSITION

65% Zinfandel  
21% Cabernet Sauvignon  
9% Petit Sirah  
5% Other Red varietals

## STANDOUT PACKAGING

High quality glass, label, carton and overall appearance catch the consumer's eye on the shelf.



PRIVATE DANCER



## PURPLE BRANDS

Private Dancer is produced and bottled in partnership with Purple Brands, a California winery with an acclaimed portfolio of wine brands including Avalon and Raeburn.

Purple Brands created Mark West and built it into a wildly successful brand, which earned the *Impact Hot Brand Award* from M. Shanken Communications twice.

Purple Brands has winery operations in the Russian River Valley, Sonoma County, and Napa Valley, all Certified Sustainable by the California Sustainable Winegrowing Alliance.



PROMOTIONAL MATERIALS

Selection of promotional materials in development.





## FOR QUESTIONS OR TO ORDER

Kindly contact your Stansfeld Scott representative.

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**Stansfeld  
Scott** INC.  
CARIBBEAN PRODUCT MANAGEMENT & MARKETING

PRIVATE DANCER





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