

# LA BELLE ANGELE

SO FRESH SO FRENCH

## LEMON & BASIL SPRITZ

### RTD Cocktail market outlook, market projections:

- Europe: 2025-2030: CAGR +15,3% (IWSR)
- US: 2025 : RTD wine base : +29,8% (NIELSEN IQ)

Spritz is the #1 cocktail sold in France (Aperol represents only 22% of on-trade sales)

RTD cocktails primarily target the 18–25 consumer segment.

Within the No/Low Alcohol category, cocktails rank as the second largest segment (42%), with a significantly broader consumer base than No/Low Alcohol wine.

### A French Riviera–Inspired Interpretation

An ultra-refreshing and aromatic Lemon & Basil profile. Naturally cloudy, with no bitterness.

Inspired by trending long drinks such as: Basil Smash, Collins, Daiquiri, and Southside

Leveraging high-performing segments including: Hard Lemonade and Pét-Nat wines.

### A Lighter, More Indulgent Alternative to the Classic Spritz

- 2.5x less sugar than an Aperol Spritz
- 2x fewer calories
- 40% less alcohol

### Commercial Highlights

- **Off-Trade:**  
A premium-access proposition often not available in the category.
- **On-Trade:**  
More profitable and operationally simpler than an Aperol Spritz.

