

DOMAINE LAURIER®

SAME GREAT TASTE
BOLD NEW LOOK

THE SECRET'S OUT

Domaine Laurier is sparkling wine, redefined. We select premium fruit from our family-owned California vineyards and pay homage to old world techniques by traditional fermentation in the bottle, known as **Méthode Champenoise**. Domaine Laurier produces a meticulously balanced **Sparkling Brut** and **Sparkling Brut Rosé** with a modern sensibility. These wines beg to be enjoyed now, when you want, where you want; special occasion not required.



BRUT ROSÉ

TASTING NOTES

The deep pink color is an intense backdrop for persisting bubbles. A light aroma of toast. The cuvée delivers subtle notes of apple and pear, with a light, crisp, and refreshing finish.

PRODUCT INFORMATION

UPC: 081054995979

SCC: 10081054995976

FRONT LINE:

EVERYDAY:

PROMO:



BRUT

TASTING NOTES

A light aroma of toast and apricot to our sparkling wine. The Chardonnay cuvée leads to a delicate wine with a deep golden hue and flavors of bright apples and vanilla, followed by a crisp finish.

PRODUCT INFORMATION

UPC: 081054304252

SCC: 10081054304259

FRONT LINE:

EVERYDAY:

PROMO:

THE OPPORTUNITY

Based on sales trends the sparkling wine category will recover from the Covid-19 era by 2023, and the bounce back for fizz will be faster than for still wines*

There is an expected twofold increase over a 10-year period, with sales growing from 10% of the Total Wine Category in 2014, to 18% by 2024*

Millennials are reshaping the sparkling wine game – their buying power will soon surpass that of generations before them and they don't believe a glass of bubbles is only associated with special occasions**

*THE DRINKS BUSINESS.COM 5/2021
**GLASS-CATALOGUE.COM, 2022

CASE WEIGHT: 45.80 LBS | CASE DIMENSIONS (L X W X H): 15.3" X 11.5" X 13.0" | PALLET CONFIGURATION: 44 (11 X 4)