

# SANGRIA

## OPPORTUNITY

- Hispanics represent 16% of the U.S. population  
*(54MM HABITANTS) – 14MM OF THEM ARE MILLENNIALS*
- 64% of our consumers have Mexican origin
- Wine has become more important to the Hispanic Community over the last 10 years
- The biggest opportunity is with Socialite Millennials who embrace American values while keeping some heritage roots



<b>PALLET CONFIG.</b>	<b>CASE WEIGHT</b>
64 (16X4)	33.8 LBS

<b>CASE DIMENSIONS (IN.)</b>
12.4 X 9.4 X 12.2



UPC



SCC

