

JUICY

Sparkle



About Juicy Sparkle

Juicy Sparkle is a high-quality, low alcohol, full sparkling Prosecco. The two flavors, Strawberry and Blueberry, are made with real fruit puree and has a vibrant electric pink and blue color, respectively.

Glera and Moscato grapes for Juicy Sparkle are grown and harvested in Italy and fermented at a low temperature to allow for the best aroma extraction. This also means there's a 100% natural carbonation process.

Juicy Sparkle is the perfect drink to get the party started! Enjoy chilled on its own or mixed into cocktails.

Alcohol: 6.5%

Residual Sugar: 90 g/L

Formats: 250ml can & 750ml bottle



Natural Flavors



Vegan Friendly



Product of Italy



Gluten Free



Serve Chilled

6.5%
ABV



Let's Get Juicy

Target Consumer:

- 🍓 Female
- 🍓 LDA Gen-Z and late Millennials (21-30 years old)
- 🍓 Caucasian
- 🍓 College-educated
- 🍓 Social butterfly
- 🍓 Highly active on social media, constantly posting about what she's up to, what she's wearing, etc.
- 🍓 Enjoys going out to trendy restaurants, bars, and clubs

