

January: Dry January
Chateau Diana Zero Alcohol Wines



- 35% of all US Adults 21+ participate in Dry January.
- Zero Alcohol Wine and Spirits bring restaurants and bars 295 million in extra revenue a year.
- At Retail a “Better for you Space” has been assigned for Zero Alcohol Wines.

February: Valentine’s Day
Dolce Vita DOC Rosé Prosecco



Think Pink:

- The retail analysts described sparkling rosé as the “breakout winner for Valentine’s Day” last year, with value sales of the pink fizz up 40.1%.
- The top three items purchased on Valentines Day are Sparkling.
- In 2022, the Average American spent \$175.41 for a total of \$23.9 billion.

March: St. Patrick’s Day
Black Oak Wines



- \$6.85 Billion: Amount spent collectively on St. Patrick’s Day 2023.
- 61% of all Americans plan to celebrate St. Patrick’s Day.
- 25% will be celebrating in Restaurants and Bars.
- The average restaurant and Bar offers \$5.00 glasses of wine.

March / April: Easter
Low Alcohol: Lilly & Sun Bee



- Lilly is the first California wine infused with butterfly pea flower.
- Lilly is 95 calories per serving. 6% alcohol.
- Butterfly Pea Flower is believed to have health benefits for skin, hair and eyes.
 - Sun Bee is a mango-infused California white blend.
 - Sun Bee is 70 calories per serving. 5.5% alcohol.

May: Mother’s Day
Chateau Diana Sparkling Moscato



- \$36 Billion will be spend on Mother’s Day.
- 87 million people will go to Brunch at a Restaurant.
- 100% of the mothers will be given a glass of sparkling.

June: Father’s Day
Protest



- The only Sonoma County Rye Whiskey Barrel Aged Red Wine on the market.
 - Bottles are hand wax dipped.
- \$22.9 Billion spent in the US on Father’s Day.
 - \$196.23 spent per household.
- Barbeque steaks and burgers are popular at home dinners served, the perfec Protest food pairing.

July: 4th of July
Raven Drum



Raven Drum Foundation's approach was born from the idea that unconditional love and support is the most powerful healer and that each of us is responsible for our own health and soul growth through dark and challenging times.

We engage drumming as a tool for healing, allowing participants to use rhythm techniques as an avenue for connection.

August: Labor Day
6% Alcohol: Chateau Diana Sangria



- Consumers report drinking an average of 3.2 alcoholic beverages on this day.
- The week leading into Labor Day showed alcohol sales up 6.5%.
- 40% of the US households plan to Barbeque over Labor Day.

September & October:
Jawbreaker & Zombie



- The Average Household will spend \$100 for alcohol on Halloween.
- Adults report drinking 3 1/2 alcoholic beverages on average on Halloween.
- Wine Sales Jump 30% leading up to Halloween.
- Retailers start to put up displays the day after Labor Day.

November: Thanksgiving
707 Pinot Noir & Chardonnay



- The day before Thanksgiving is the biggest day for wine sales around this holiday.
- Consumers report drinking 2.7 alcoholic beverages on average for Thanksgiving.
- Chardonnay is a great choice for basting turkey as well as sipping.
- For red wine lovers, Pinot Noir with turkey is a no brainer.

December: Christmas & New Year's
CD Sparkling Moscato & Dolce Vita Prosecco



- Starting in the US, 65% of Americans spend at least \$50 on New Year's Eve food and drinks, according to polls.
- A staggering 360+ million glasses of sparkling wine or champagne are drunk each New Year's Eve.
- 57% of all alcohol gift giving is Sparkling.



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