

# SHANKEN NEWS *Daily*

## Biagio Cru & Estate Debuts Sol De Ibiza Sangria

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New York-based importer Biagio Cru & Estate Wines is building off the success of its Lolailo Sangria brand with the launch of Sol de Ibiza, a new ready-to-drink Spanish sangria. Positioned as an organic and all-natural offering, Sol de Ibiza is a premium red sangria made with a blend of Tempranillo and Syrah grapes, Valencia oranges, Mediterranean lemons and various herbs and spices. The new entry is rolling out nationwide, retailing at \$14.99 a 1-liter bottle.

In addition to bottled sangria brand Lolailo (around \$10 a 1.5-liter), Sol de Ibiza joins the recently launched Swashbuckler Sangria, an on-tap red sangria offering targeted toward the on-premise, in Biagio Cru's existing portfolio. Lolailo, which has earned four consecutive Impact "Hot Brand" honors, was up roughly 13% to 580,000 cases last year, according to Impact Databank. —*Christina Jelski*