



SHE'S CUTE, YET CLASSY... SHE'S SASS BUBBLY!

Research has highlighted a gap in the pre-mix market. Young, adult females want a product that combines the sophistication of "bubbly" but is less dry than a traditional sparkling wine.*

In a category driven by product differentiation, Carlton & United Beverages brings you a new and innovative offering - Sass Bubbly. Sass Bubbly will inject life into the female pre-mix category by capitalising on the growing piccolo market.

Sass Bubbly is (7% ABV) white wine based bubbly available in three fruit flavoured variants, strawberry, peach and melon.

For further information please contact your CUB sales executive.

*Source: 20-29 year old female focus group March 2003

SASSBUBBLY

