



Frida Kahlo®

SINGLE VINEYARD

Frida Kahlo is a Mexican artist & world symbol for modern, empowered and independent woman. Frida Kahlo's life and legacy lives on beyond the borders of her country, Mexico. Is a woman who passionately embraced the adversities of life and found in her reality an opportunity to reinvent herself Her iconic identity and extraordinary artwork left behind a legacy that transcends and overcomes barriers of culture while inspiring her to constantly transform tradition into reinvention

This is why we were inspired by Frida's passion, sophistication, elegance and attitude to create a new style of wine.

LABEL SIMPLE ELEGANCE CATEGORY

High likelihood to buy.

High attractiveness.

The strongest appeal for US regular wine drinkers is found in traditional labels, which feature carefully crafted contemporary elements.

CONSUMER MILLENNIAL TREATER

28% share of total spend on wine in the US. Younger, higher spending Millenials.

More open to contemporary designs, but still seek traditional cues for authenticity.