

# Wine Spirits POINTS



## 2021 CHARDONNAY

STYLE Clean and crisp

PALATE White nectarine and lemon peel, complemented by toasty vanillin oak, and buttery malolactic fermentation character AROMA Fleshy white peach and nectarine, with nougat and light spices

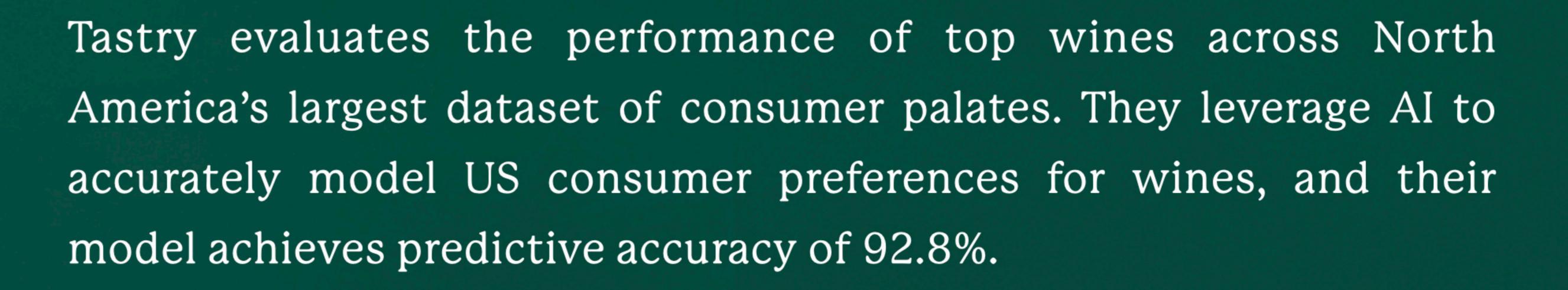
COLOR Pale straw

WINE ANALYSIS Alc/Vol: 13.3%, pH:3.44, Acidity: 5.91

WINEMAKER Leisha Munro & Stephen Tierney



POWERED BY Stastry



## 2021 CHARDONNAY

WILL ATTRACT 3.6 MILLION MORE CONSUMERS THAN LA CREMA AND 3.9 MILLION MORE CONSUMERS THAN FLOWERS

"This 2021 chardonnay is a creamy, fresh, spicy, and bold delight, with notes of juicy chamomile and lemon. Its finish is clean and delicate, free from any bitterness. Plus, it's affordable and environmentally-conscious, crafted by The Hidden Sea, committed to being carbon neutral, and removing plastic waste from the ocean. Penance never tasted so good."











## 2022 SAUVIGNON BLANC

STYLE Clean and crisp

PALATE Flavorsome and juicy, with gooseberry and passionfruit.

Succulent, with great fruit intensity, and vibrancy on the finish

AROMA Freshly cut green apple, fig, and lemon peel, with a citrus backbone

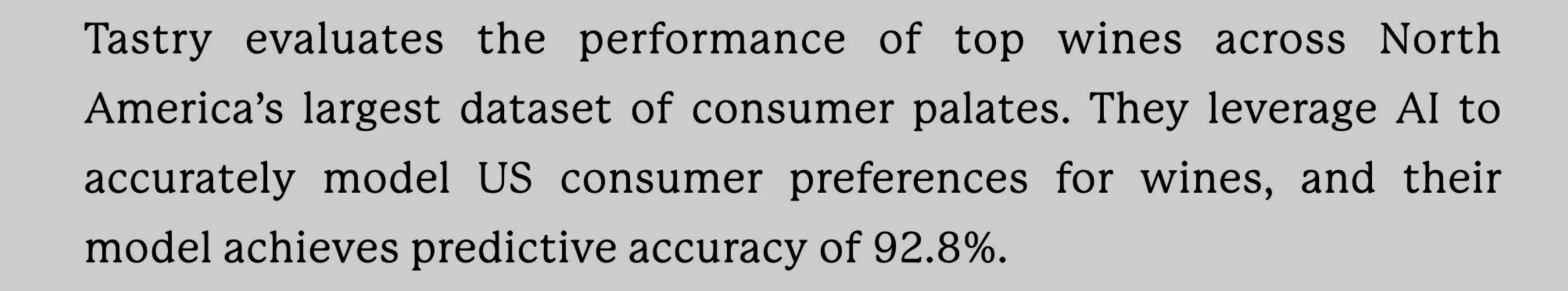
COLOR Pale straw with green hues on the edges

WINE ANALYSIS Alc/Vol: 12.2%, pH: 3.18, Acidity: 7.03

WINEMAKER Leisha Munro & Stephen Tierney

# COMPETITIVE ANALYSIS





## 2022 SAUVIGNON BLANC

WILL ATTRACT 1.8 MILLION MORE CONSUMERS THAN KIM
CRAWFORD AND 4 MILLION MORE CONSUMERS THAN LA CREMA







## 2021 RED BLEND

STYLE Soft and round

**PALATE** Flavors of cherry, juicy mulberry, and plum, with generous fruit and spice

**AROMA** Red berries and fruit cake spice, with vanilla and toasty notes

COLOR Bright crimson red

COMPOSITION 82% Shiraz, 17% Cabernet Sauvignon, 1% Malbec

WINE ANALYSIS Alc/Vol: 14.5%, pH:3.58, Acidity: 6.1

WINEMAKER Leisha Munro & Stephen Tierney

# COMPETITIVE ANALYSIS





Tastry evaluates the performance of top wines across North America's largest dataset of consumer palates. They leverage AI to accurately model US consumer preferences for wines, and their model achieves predictive accuracy of 92.8%.

## 2021 RED BLEND

WILL ATTRACT 0.6 MILLION MORE CONSUMERS THAN THE PRISONER AND 18.9 MILLION MORE CONSUMERS THAN MEIOMI



## WineOrbit



## 2023 ROSÉ

STYLE Strawberries and cream

AROMA Berries and tropical fruits

COLOR Very pale pastel pink

COMPOSITION Shiraz, Pinot Gris, Sauv Blanc, Chard, Sémillon, and Merlot

WINE ANALYSIS Alc/Vol: 12.5%, pH:3.12, Acidity: 6.57

WINEMAKER Leisha Munro

# COMPETITIVE ANALYSIS



Tastry evaluates the performance of top wines across North America's largest dataset of consumer palates. They leverage AI to accurately model US consumer preferences for wines, and their model achieves predictive accuracy of 92.8%.

## 2023 ROSÉ

WILL ATTRACT 1.7 MILLION MORE CONSUMERS THAN MIRAVAL AND 2.6 MILLION MORE CONSUMERS THAN DECOY

"Clean and bright, with watermelon and strawberry notes coming up in the end, this is crisp and a touch earthy. Just a steely, easy rosé."

- Wine & Spirits Magazine



Our vineyards in the Limestone Coast of South Australia, were once covered by a vast ocean, and home to a thriving marine ecosystem. Ancient mineralized relics—including an extraordinary 26 million-year-old whale fossil, and an extensive museum of marine life—now lay buried beneath the alluvial soils of this World Heritage wine region. The Hidden Sea was founded to honor this ocean heritage, and make a positive, verifiable impact on the planet.

The wine that saves the sea.

For every bottle of The Hidden Sea sold, we remove and recycle 10 plastic bottles from the ocean.

To remove and recycle 1 BILLION plastic bottles from the ocean by 2030.

- thehiddensea.com TheHiddenSeaWine
- #TheWineThatSavesTheSea



### SIDE LABEL ON EVERY BOTTLE

With brand Essence and Promise

## QR CODE ON EVERY BOTTLE

Scan to see current status on plastic removal

