

# SWEETEN YOUR SUMMER

## **Vola Via**

### **Sweet Red and Sweet White**

Vola Via comes in a refreshing white and red that are made from blended Veneto varietals.

Offers the perfect complement to other brands in the burgeoning sweet wine segment - high margins and very low cost.

### ***Target Category and Style***

***Shared by the #1 and #3 hottest Italian brands in the USA!***

**Shelf Price \$9.95**

**Margin 45%**



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