



SUN GODDESS

By Mary J Blige

Fantinel

SUN GODDESS WINE COLLECTION

Sun Goddess wines are produced as a collaboration between Mary J Blige and Fantinel.

“Wine tasting is one of my passions. Wine is culture. Wine is community. Wine is lifestyle. Wine is emotion.”



« I have always been particularly fond of white wines that demonstrate freshness, minerality, and purity. Pinot Grigio is undoubtedly among my favorite varieties.

One day, I asked a friend of mine what is the best Pinot Grigio in the world and he quickly responded that the best Pinot Grigio came from Friuli Venezia Giulia. In deepening my knowledge of this little Italian region I was introduced to

Marco Fantinel, owner of one of the leading wineries of this area. Pictures alone helped me fall in love with the Fantinel estate so I decided to go visit it personally.

After walking through the vineyards and tasting with the Fantinel family, I felt extremely connected to the place, and more importantly, the people. The experience inspired me to create my own wines in partnership with Marco Fantinel. »



PROSECCO

Velvety creaminess, aromatic explosion, bubbly freshness.

Sun Goddess Prosecco is the ultimate sparkling wine to celebrate everyday uniqueness.

At Fantinel estate, in the heart of Friuli upper plain, a few steps from the mountains, the stony surface and the pronounced temperature differences between night and day allow the ideal conditions to grow grapes for top quality sparkling wines. Sun Goddess Prosecco, born from the best grapes of selected vineyards, is a premium expression of the territory's sparkling-wine attitude, joining quality excellence and style uniqueness.

Grapes: Glera

Origin: (PN – Italy) DOC Prosecco – Estate in Tauriano – Spilimbergo

Soil: gravel

Altitude: 393 ft in the foothills of the Dolomite mountains

Exposure: south-facing

Vineyards' average age: 25 years

Training system: Guyot

Vines per hectare: 4.000

Yield per hectare: 15 tons

Harvest: the best grapes are picked from selected vineyards at the moment of perfect ripeness, normally at the beginning of September.

Vinification: after the first fermentation, the wine is introduced in small “autoclave” stainless steel tanks for the sparkling process (Charmat Method). Maturation on the yeasts lasts about 60 days.

Bead: fine, numerous and long-lasting.

Appearance: straw-yellow with citrine glints.

Nose: intense and extremely elegant, giving off fruity aromas recalling especially apple, pear and peach.

Palate: a creamy essence and a velvety flavor, revealing a structured body rich in volume and smoothness. Acidity is pleasant and perfectly balanced, for a freshness feeling and a delightful after-taste.

Alcohol: 11.5% vol.

Total acidity: 5.50 g/l

Ph: 3.20

Sugar content: 12 g/l - Brut

Ideal serving temperature: 6-8°C

Pairings: perfect as a glass between meals and for aperitif time, Sun Goddess Prosecco boasts a structure and a crisp, refreshing flavor that easily accompany many dishes.

The best pairings include shellfish and seafood starters (oysters, shrimps, lobsters...), crudités in general, salads, cheeses, cured meats.

Delicious with Asian dishes like sushi and sashimi.



PROSECCO ROSÉ

It is a Prosecco but is also a Rosè. Combining style and elegance, liveliness and personality, these glamorous pink bubbles embellish the most special moments.

At Fantinel estate, in the heart of Friuli upper plain, a few steps from the mountains, the stony surface and the pronounced temperature differences between night and day allow the ideal conditions to grow grapes for top quality sparkling wines.

Sun Goddess Prosecco Rosè, born from the best grapes of selected vineyards, is a premium expression of the territory's sparkling-wine attitude, joining quality excellence and style uniqueness.

Grapes: Glera, Pinot Noir

Origin: DOC Prosecco

Soil: gravel

Vineyards' average age: 25 years

Training system: Guyot

Vines per hectare: 4,000

Yield per hectare: 14.5 tons

Harvest: the best grapes are picked at the moment of perfect ripeness, normally at the beginning of September.

Vinification: each variety undergoes a separate fermentation (Glera off-skins; Pinot Noir on-skins). After the first fermentation, the blend is created and it is introduced in small "autoclave" stainless steel tanks for the sparkling process (Charmat Method).

Bead: fine, numerous, long-lasting.

Appearance: classy rose petal-pink color.

Nose: fragrant floral aromas, adorned by intriguing fruity notes typical of Glera grape and by hints of red berries, peculiar to Pinot Noir.

Palate: crispy and silky, a full taste perfectly harmonizing acidic and smooth components. An inviting flavor combining Prosecco's fresh style with Pinot Noir's richness.

Alcohol: 11.5% vol.

Sugar content: 12 g/l – Brut

Ideal serving temperature: 6-8°C

Pairings: Sun Goddess Prosecco Rosè is perfect in any convivial occasion, from casual happy hours to the most stylish events. Delicious as an aperitif, Prosecco Rosé is ideal to accompany various appetizers (such as finger-food, fried fish, cutting boards with cold cuts and cheeses) but also more sophisticated fish courses (from raw fish to steamed seafood).



PINOT GRIGIO RAMATO

Fascinating with its natural blush color, intriguing with its powerful bouquet, delightfully crisp and refreshing: the original Pinot Grigio.

Beautiful pinkish tinge. The bouquet is intense and complex, with hints of fruits (peach, melon and blackberries). On the palate it is full-bodied and velvety, with a pleasant acidity, soft tannins and a finish rich in mineral sensations. With origins in Italy's northeastern province of Friuli Venezia Giulia, Ramato (Italian for "auburn" or "copper") wines are produced by macerating Pinot Grigio grape must with its skins. The skins' pink hue gives the wines color from a semi-pale pink to dark orange, depending on maceration time.

Grapes: Pinot Grigio (100%)

Origin: Friuli DOC – Estate in Tauriano – Spilimbergo (PN – Italy)

Soil: gravel

Altitude: 393 ft in the foothills of the Dolomite mountains

Exposure: south-facing

Vineyards' average age: 25 years

Training system: Guyot

Vines per hectare: 5.000

Yield per hectare: 13 tons

Harvest: the best grapes are selected and handpicked at the moment of perfect ripeness, normally at the beginning of September.

Vinification: short maceration (contact with the skins for some hours at cold temperatures – 46–50°F) followed by fermentation via natural yeast in temperature controlled stainless steel tanks at 64°F. The wine matures in steel tanks for 4 months.

Appearance: blush (slight pinkish tinge).

Nose: elegant and complex, with hints of peach, melon, blackberries and earthy notes.

Palate: round with a crisp acidity and a clean finish.

Alcohol: 12.5% vol.

Total acidity: 5.40 g/l

Ph: 3.28

Sugar content: dry

Ideal serving temperature: 10-12°C

Pairings: perfect for aperitif / sipping time but also very food-friendly. Particularly, it goes excellently with hors d'oeuvres, charcuterie, soups and risottos.



PRESS

2022: 90 points – James Suckling

2021: 91 points – Wine Enthusiast

2021: 90 points – James Suckling

2021: 90 points – Wine Spectator

2020: 90 points – James Suckling

SAUVIGNON BLANC

So typical but so different. An aroma that captures you, for an absolute experience for the senses: powerfully unique.

Straw-yellow with lively greenish tinges. The bouquet is intensely aromatic, with tropical and spicy notes of passion fruit, banana, and melon. On the palate it is particularly structured with a balance between an intense acidity and a velvety smoothness with a long finish.

Grapes: Sauvignon Blanc (100%)

Origin: Friuli DOC – Estate in Tauriano – Spilimbergo (PN – Italy)

Soil: gravel

Altitude: 393 ft in the foothills of the Dolomite mountains

Exposure: south-facing

Vineyards' average age: 25 years

Training system: Guyot

Vines per hectare: 5.000

Yield per hectare: 13 tons

Harvest: the best grapes are selected and handpicked at the moment of perfect ripeness, normally at the beginning of September.

Vinification: fermentation via natural yeasts in temperature controlled stainless steel tanks at 60°F followed by maturation in stainless steel tanks for 4 months.

Appearance: straw-yellow with lively greenish tinges.

Nose: intensely aromatic, with tropical and spicy notes of passion fruit, banana, and melon.

Palate: particularly structured with a balance between an intense acidity and a velvety smoothness with a long finish.

Alcohol: 12.5% vol.

Total acidity: 6.00 g/l

Ph: 3.30

Sugar content: dry

Ideal serving temperature: 10-12°C

Pairings: this Sauvignon Blanc is a very elegant white wine. Especially, its refined aromatic intensity pairs exquisitely with fish hors d'oeuvres and shellfish.



PRESS

2022: 90 points – James Suckling

2021: 90 points – James Suckling

2020: 90 points – James Suckling

MERLOT

A rich and beautiful aroma.

A full and elegant body. Sun Goddess Merlot is an intensely flavorful and long-lasting red wine.

Ruby red with garnet tinges. Its rich and powerful aroma harmoniously combines typical herbaceous scents with intense red berries and delicate spicy notes.

On the palate it is full-bodied, mineral, pleasantly tannic and elegantly velvety.

Grapes: Merlot

Origin: Friuli DOC

Soil: gravel

Vineyards' average age: 25 years

Training system: Guyot

Vines per hectare: 5,000 **Yield per hectare:** 13 tons

Harvest: the grapes are picked at the moment of perfect ripeness, normally in late September.

Vinification: Merlot grapes are partially raisined. This drying method ("appassimento" in Italian) aims at obtaining a more structured, rounded and fruity wine. Grapes are then destemmed and fermented in stainless steel tanks. After macerating, the wine is racked and part of it is transferred to oak barrels for maturation. The wine further ages in the bottle for maturity and balance.

Appearance: deep red with garnet tinges.

Nose: a rich and powerful aroma that harmoniously combines typical herbaceous scents with intense red berries and delicate spicy notes.

Palate: full-bodied, mineral, pleasantly tannic and elegantly velvety. A flavorful and very long-lasting red wine

Alcohol: 13.5% vol.

Ideal serving temperature: 18-20 °C.

Pairings: ideal with red meat and savory first courses.



PRESS

2018: 90 points – James Suckling

MOON GODDESS

A rich and beautiful aroma.

It captivates the senses with its aromatic intensity, warm smoothness and fascinating flavor strength. A powerful RED BLEND with great personality.

Deep red tending to garnet. Its aroma is intense, complex, redolent of wild berries and with a spicy touch. Excellently structured, it fascinates with its round and silky taste with creamy tannins and a delicious finish.

Grapes: Merlot, Cabernet Sauvignon, Cabernet Franc

Origin: IGT Venezia Giulia

Soil: gravel

Vineyards' average age: 25 years

Training system: Guyot

Vines per hectare: at least 4,500

Yield per hectare: 13 tons

Harvest: the grapes are picked at the moment of perfect ripeness, normally in late September.

Vinification: grapes are partially raisined. This drying method ("appassimento" in Italian) aims at obtaining a more structured, rounded and fruity wine. The grapes slowly macerate at a controlled temperature, then part of the blend ages in oak barrels. The final period in the bottle guarantees a further maturity and balance.

Appearance: deep red tending to garnet.

Nose: intense, complex, redolent of wild berries, especially blackberries, with a spicy touch.

Palate: excellent structure, round and silky taste with creamy tannins and a delicious finish.

Alcohol: 14,5% vol.

Ideal serving temperature: 18-20 °C.

Pairings: excellent with red meat and game.



MARY J. BLIGE

Iconic Grammy Award-winning singer, songwriter, actress, producer and philanthropist, Mary J. Blige is a figure of inspiration, transformation and empowerment making her one of the defining voices of the contemporary music era.

CURRENT WORK & APPEARANCES

Released music Dec. 2021 featuring Sun Goddess: "Good Morning Gorgeous" & "Amazing"

#1 Streaming Amazon Original Documentary, Mary J Blige's: My Life

2022 Super Bowl Halftime Performer

Power Book II: Ghost

RESPECT the movie (Aretha Franklin Bio Pic)

14 studio albums, new release coming soon

Scored two #1 singles off this album with "Thick of It" & "U+Me" (Love Lesson)

ACCOLADES

88 Awards from 235 Nominations

2021 Rock and Roll Hall of Fame Nominee

8 Multi-Platinum Albums

9 Grammy Awards 4 Video Music Awards

11 American Music Awards 2 Academy Award Nominations

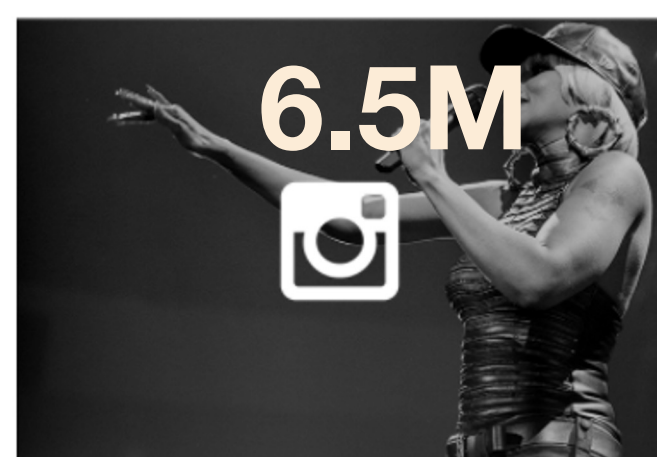
7 Black Entertainment Television Awards

BET Her Award – 2022 | BET Lifetime Achievement Award - 2019

11 Billboard Music Awards (Won all Nominations) 2 Golden Globe Nominations

26 NAACP Image Awards

Sold 100 million Records Worldwide



SUPER BOWL 2022 HALFTIME SHOW



DRE, SNOOP DOGG, EMINEM, MARY J. BLIGE,
AND KENDRICK LAMAR

On February 13, 2022, **timeless Queen Mary J. Blige** joined Dr. Dre, Snoop Dogg, Eminem, and Kendrick Lamar for a night that proved to be **history in the making**. The 2022 Halftime Show drew **over 103 million viewers**, as compared to 96.7 million viewers the previous year.

(Source: CBS Sports, "Super Bowl 2022 halftime show: Snoop Dogg, Eminem, Dr. Dre, Mary J. Blige, Kendrick Lamar will headline," October 2021)

(Source: Statista, "NFL Super Bowl halftime show viewers in the U.S. 2022," February 2022)

MARY J. BLIGE

A lifetime of breaking barriers and trailblazing industry-shattering achievements



Performed in 2022
Super Bowl Halftime
Show

Billboard Icon
Award

BET Her
Award

Time
Top 100 Most Influential
People of 2022



First-time nominee
for the 2021 Rock and
Roll Hall of Fame

Sold 100 million
records worldwide

Presentation and representation of
black womanhood and femininity
in the typically male-dominated and
centric sphere of hip hop

"Imploring women to love and
empower themselves through
both autonomy and intimacy."

What's the 411? and *My Life* featured
in rebooted list of the 500 Greatest
Albums of All Time

"Queen of Hip-Hop Soul" credited
with influencing the musical
marriage of hip hop and R&B

Top 50 most influential R&B
singers - *Essence*

VH1 ranked 80th **greatest**
artist of all time and number
9 in "The 100 Greatest
Women in Music" list

Billboard ranked most
successful female R&B/Hip-Hop
artist of the past 25 years

Performed for Barack Obama at the
Neighborhood Inaugural Ball



Voice of Music Award
from ASCAP

Opened Center for
Women in Yonkers

My Life on *Time's* list
of 100 Greatest
albums of All Time

Legends Award –
World Music Awards

Rolling Stone ranked *My
Life* at number 279 on its
list of the 500 Greatest
Albums of All Time

Acting debut on
The Jamie Foxx Show

1994

My Life Album released



2006

2010

2022

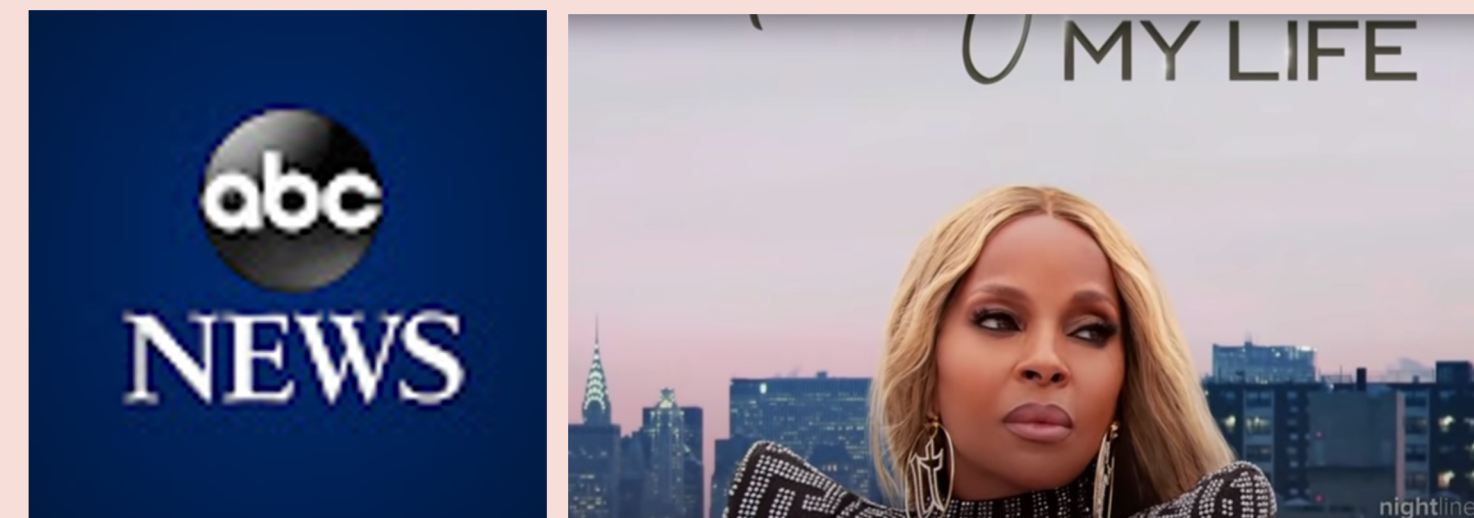
IS THERE A MORE CULTURALLY RELEVANT BRAND?!



"Kendrick Lamar, Eminem, Dr. Dre, Mary J. Blige and Snoop Dogg will perform in Los Angeles during the Super Bowl LVI halftime show"



"Mary J. Blige opens up about depression, loving herself in new documentary | Nightline"



"Mary J. Blige is Offering a Sip of Summer With New Wine"



"Can Hip Hop Help Solve Wine's Millennial Problem?"



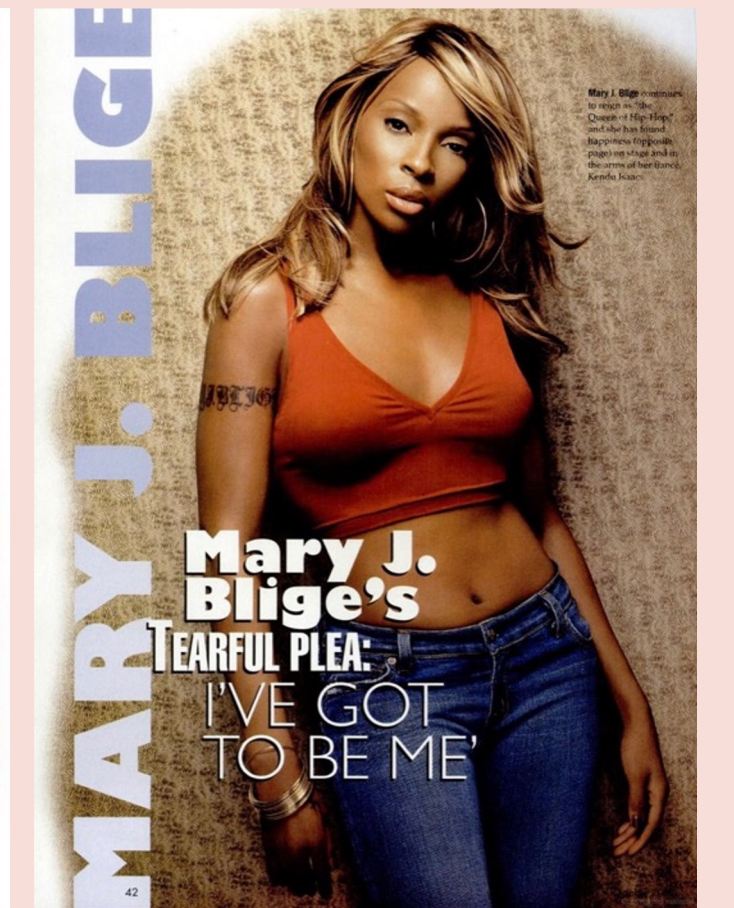
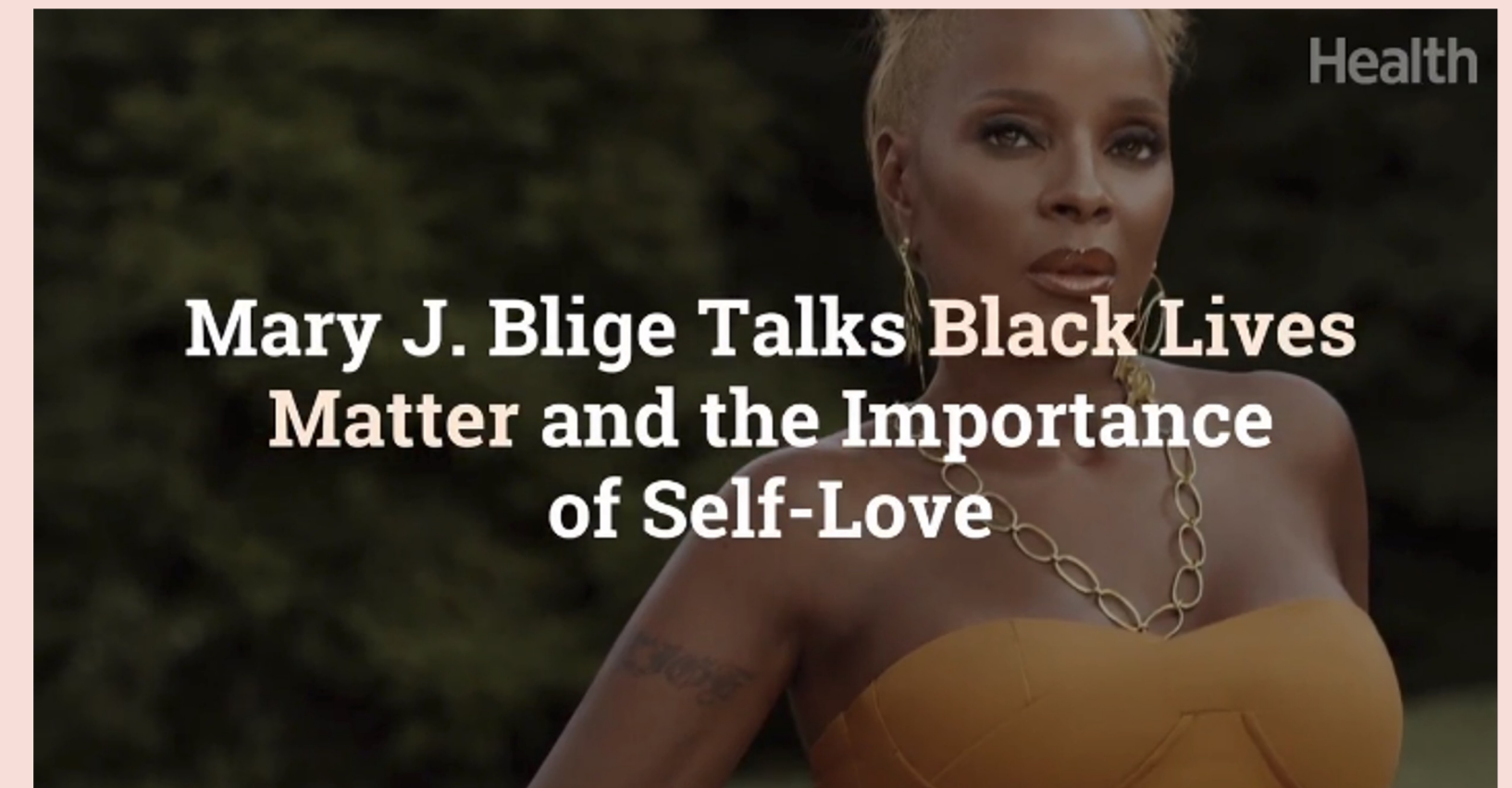
"6 Things Keeping Mary J. Blige Sane at Home"



"Mary J. Blige Just Dropped a New Wine Label"



"Mary J. Blige continues to break new ground in her career nearly 30 years after her debut. Nothing but love and respect for The Queen of Hip-Hop/Soul."
Twitter: @coolness941



"Mary J. Blige on the Power of Her Life and More"



"From fan favorites like Kevin Hart, Common and Mary J. Blige, ESSENCE Festival offers the definitive entertainment and cultural experience"



SUPPORTING TRENDS

62%

of consumers say **diversity in a brand's advertising** impacts their perception of products and services

(Source: Mintel US consumer identity, Brand Reputation and Cancel Culture March 2021)

79%

of consumers say they **feel it is important that influencers they follow** represent their point of view



87% of millennials are interested in exploring new flavors in alcoholic beverages

(Source: Mintel US Foodservice Alcohol Trends In Impact of COVID-19 October 2020)

CORE VARIETALS ARE FOCUS FOR MENUS

SAUVIGNON BLANC IN TOP 5 FOR PERCENT MENU SHARE FOR 3 QUARTERS IN 2021

(Source: Mintel Menu Insights PE Q4 2020: Min 1% Share)

FANTINEL

Fantinel was founded in 1969, when restaurateur and hotelier, Paron Mario Fantinel, acquired his first vineyards in the Collio area of northern Friuli. With now the third generation represented by Marco, Stefano, and Mariaelena, what started as a small agricultural company has become an internationally prestigious winery and ambassador of Friulian wine-making throughout the world. The philosophy of Fantinel is to employ passion, tradition, and innovation through a close bond with the origins and ancestral wisdom of Friuli, producing wines that embrace excellence and offer real emotions that convey the authenticity of the land.



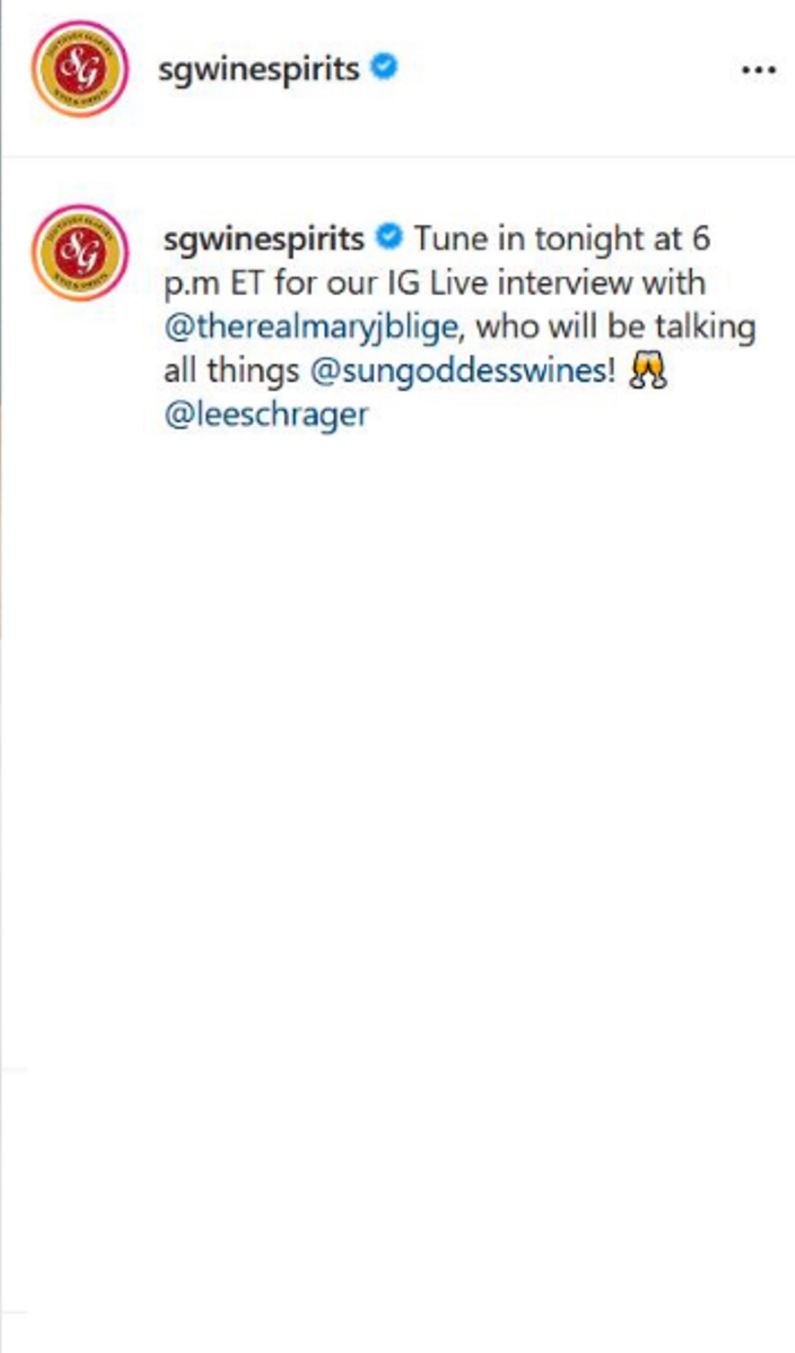
FROM FRIULI VENEZIA GIULIA

Friuli Venezia Giulia is recognized around the world as a source of excellent quality wines. Its particular climate enables the grapes to develop acidity together with fragrant aroma. The terroir in the area is extremely rich in minerals, enhancing the structure and complexity of the wines.



BRAND IMPACT

- Over **1 billion impressions** within 3 months of launch
- Featured in new MJB music "Good Morning Gorgeous" (8.6M views) and "Amazing" (3.8M views)
- \$400k Media Spend with A360 media (US, InTouch, Lifestyle Magazines)
- **100+ vinyl records signed** and sent to our top customers in 2020
- Straight Talk IGTV with **Wine Spectator**
- **Virtual Wine Tastings** with Wine.com, Total Wine & More, Sam's Club, Zachy's, Astor Wines, Meijer, Stew Leonards, Wally's, Happy Cork Brooklyn, SGWS, The Urban Grape, The Real Wine Snobs
- Wally's VIP Super Bowl party with 200 top press

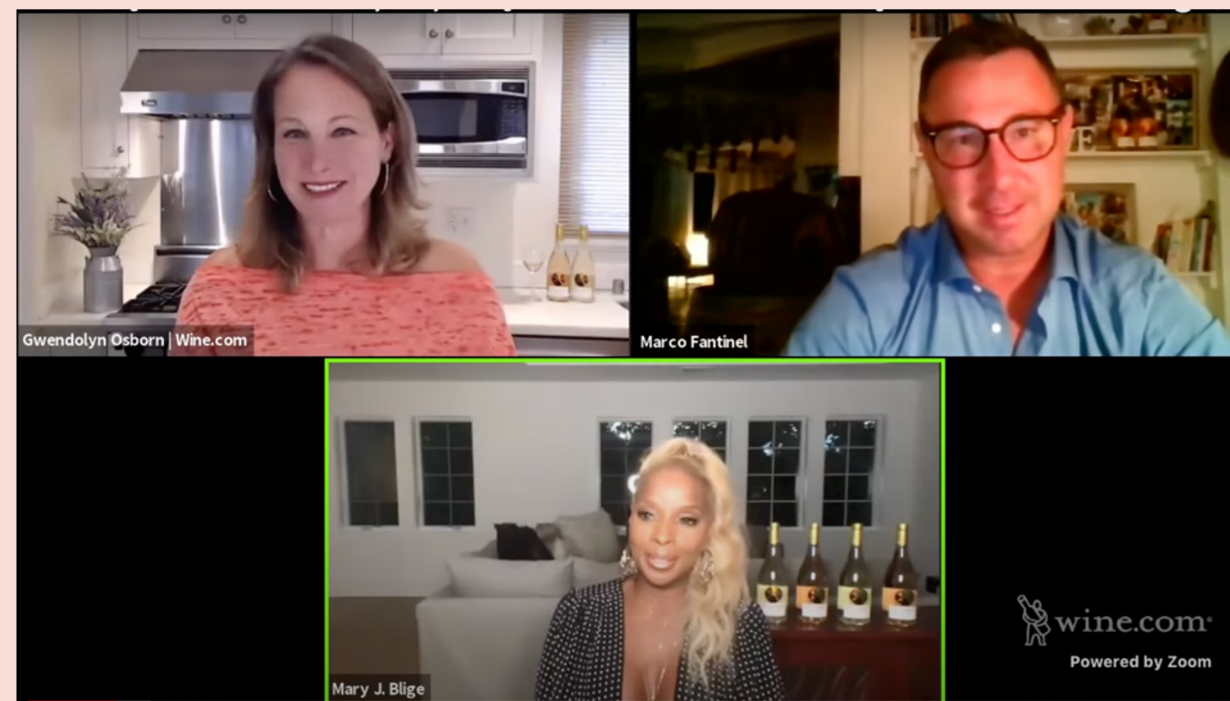


FEATURED IN

FOOD & WINE

delish

People



VOGUE

Wine Spectator

yahoo!

the drinks business



BAZAAR



OVERALL BRAND PERFORMANCE



US Distribution - Top 5 markets by # of cs: CA, NY, IL, FL, TX

43,000+ cases

depleted since launch in June 2020

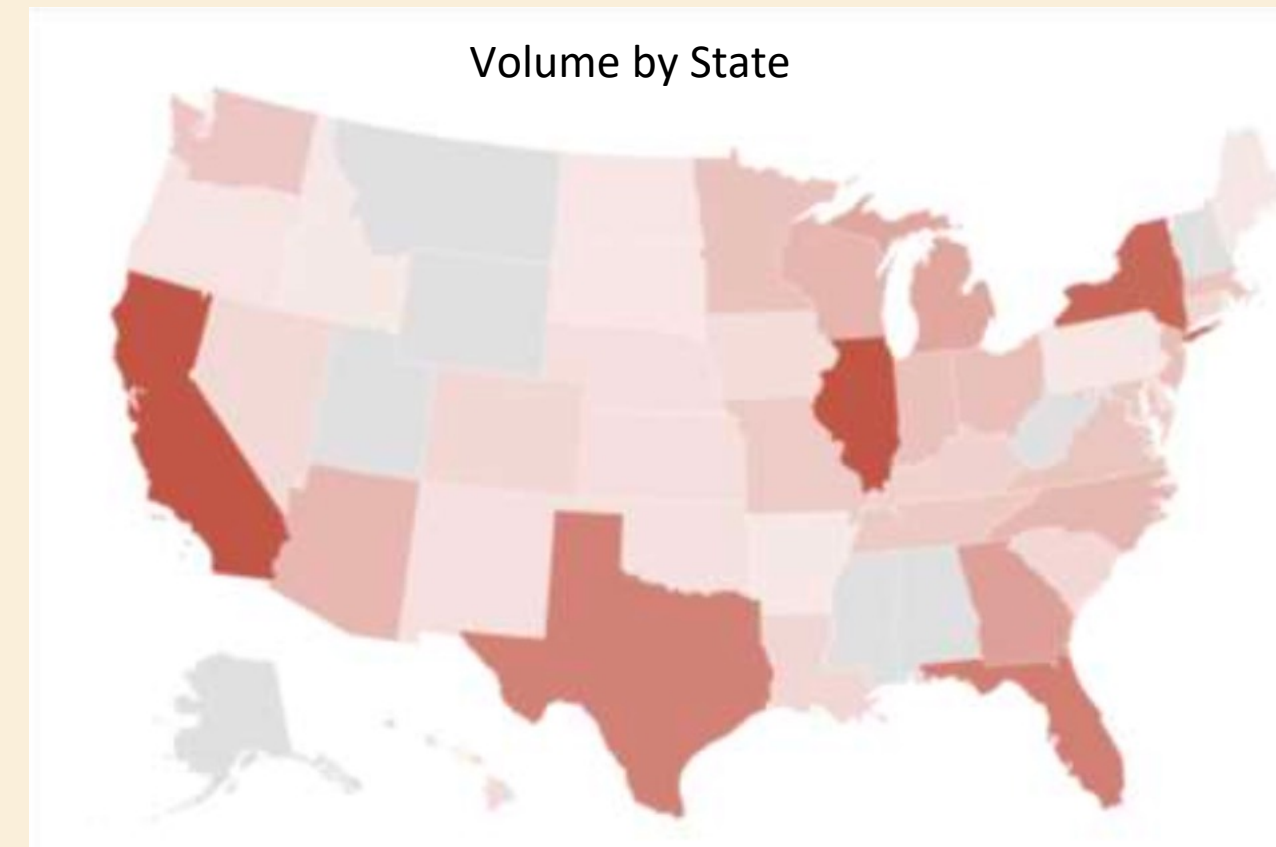
3,728+

points of distribution (YTD)

8,200+

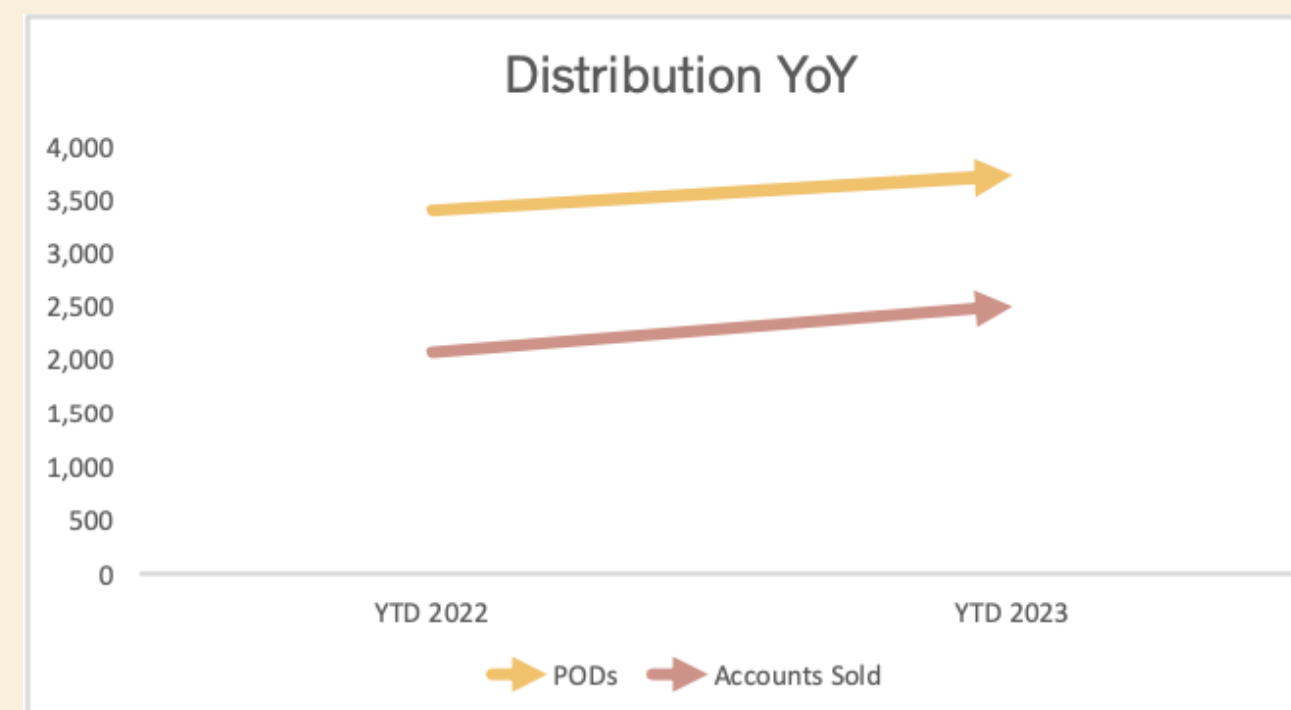
Accounts Sold since launch in June 2020

Active with National Chains:



#1 Fastest-Growing Pinot Grigio

Over \$15 Among Brands Who Have Sold >2,000cs in the Past 26 Weeks
(Nielsen Data, 26wk, WE 2023.7.15)



#1 Italian Sauvignon Blanc

Above \$15 in the Past 26 Weeks
(Nielsen Data, 26wk, WE 2023.7.15)

ON PREMISE MARKETING SUPPORT

MENUS



5x7 print with correct wines
And "available at the bar"



5x7 menu holders

SIGNAGE



Retractable banners



11x16 posters
(plus other signage)

WINE OPENERS



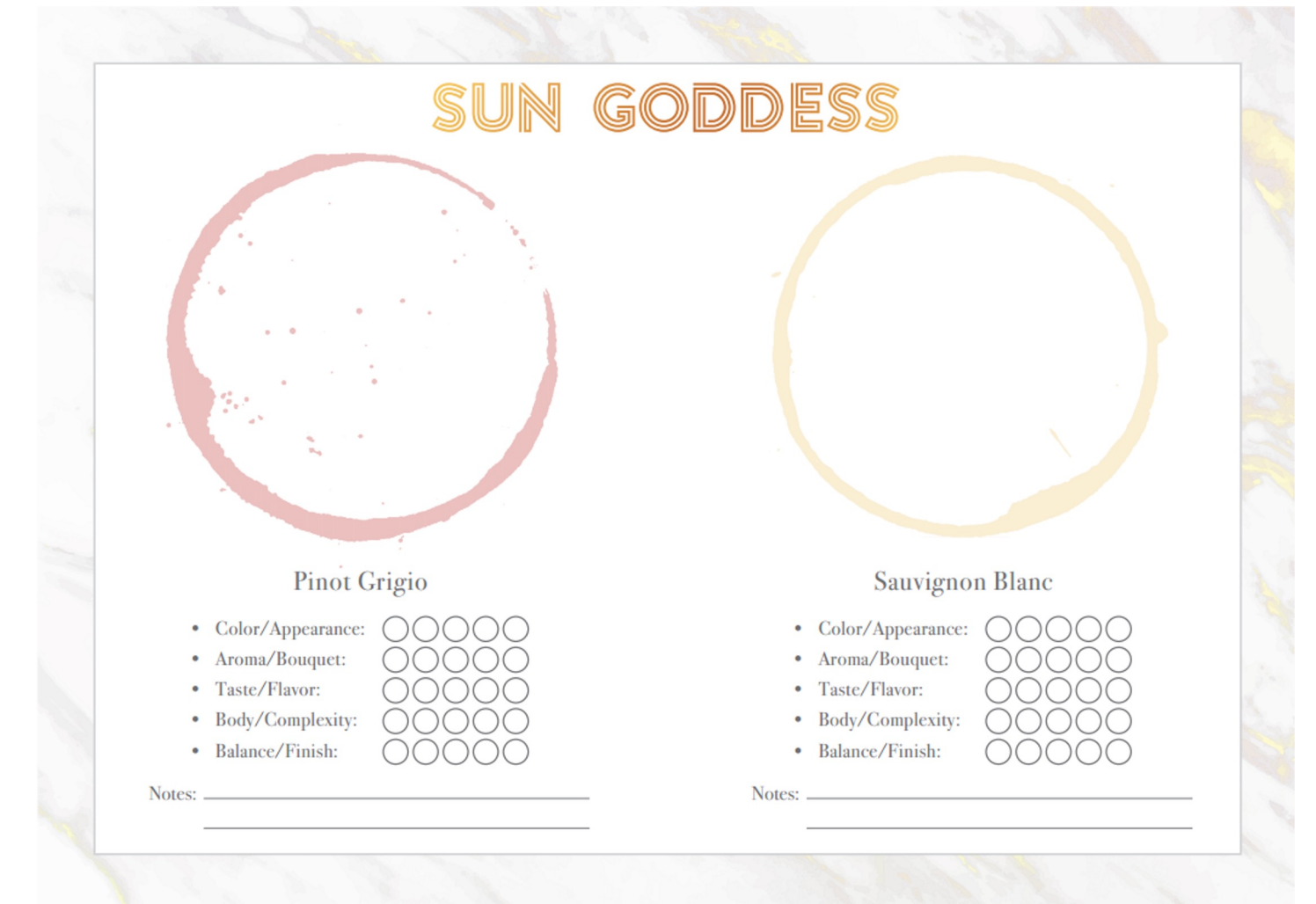
WINE STOPPERS



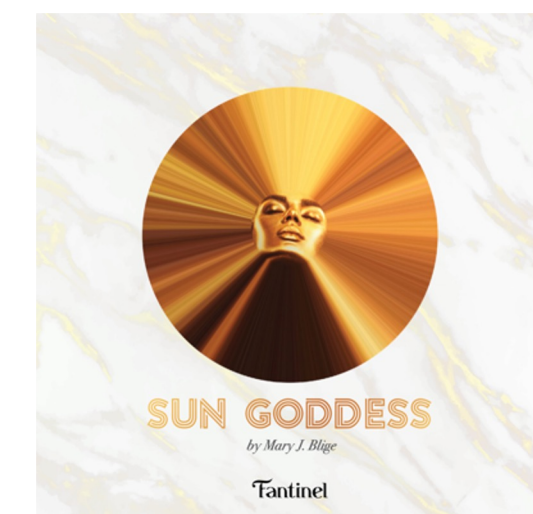
ICE BUCKETS



TASTING MAT

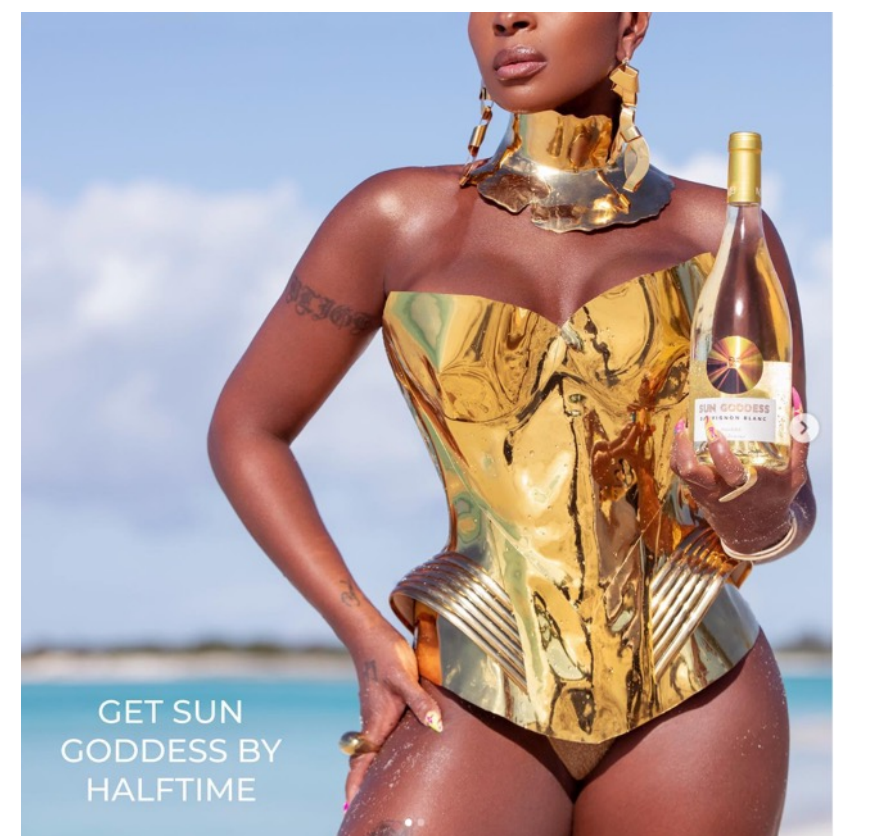
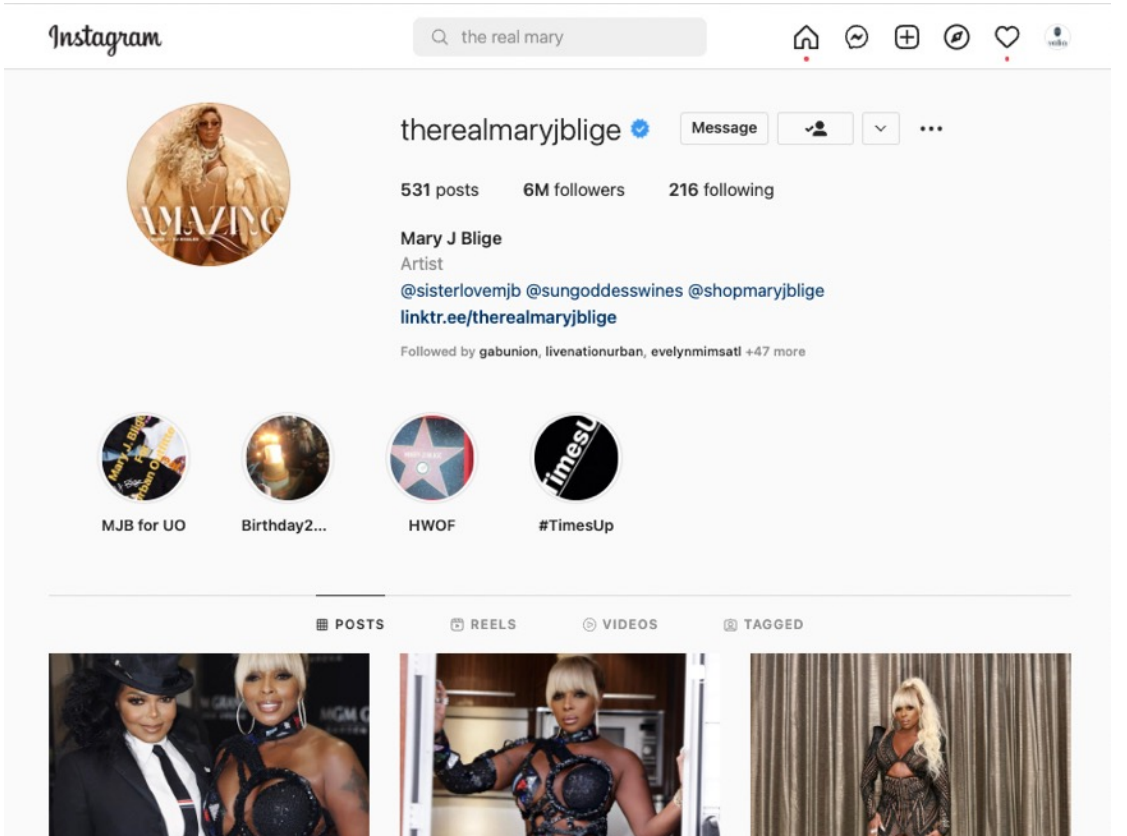
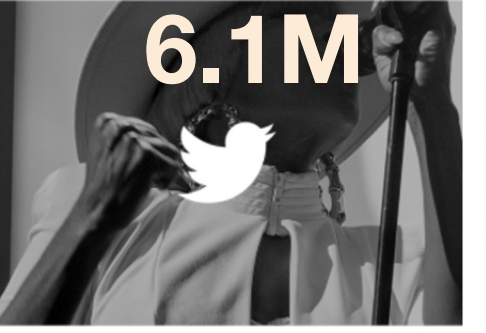
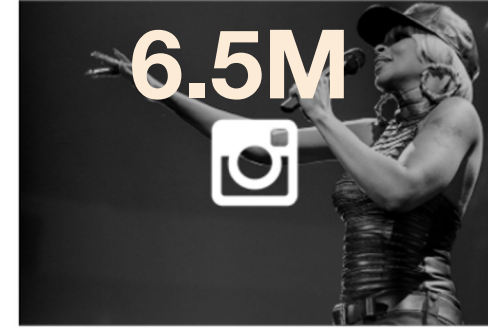
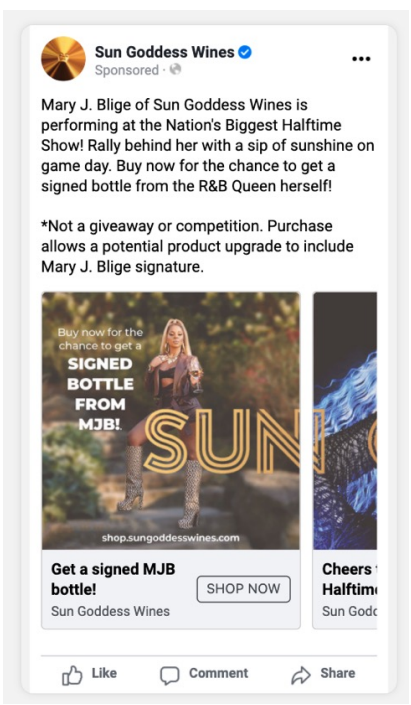
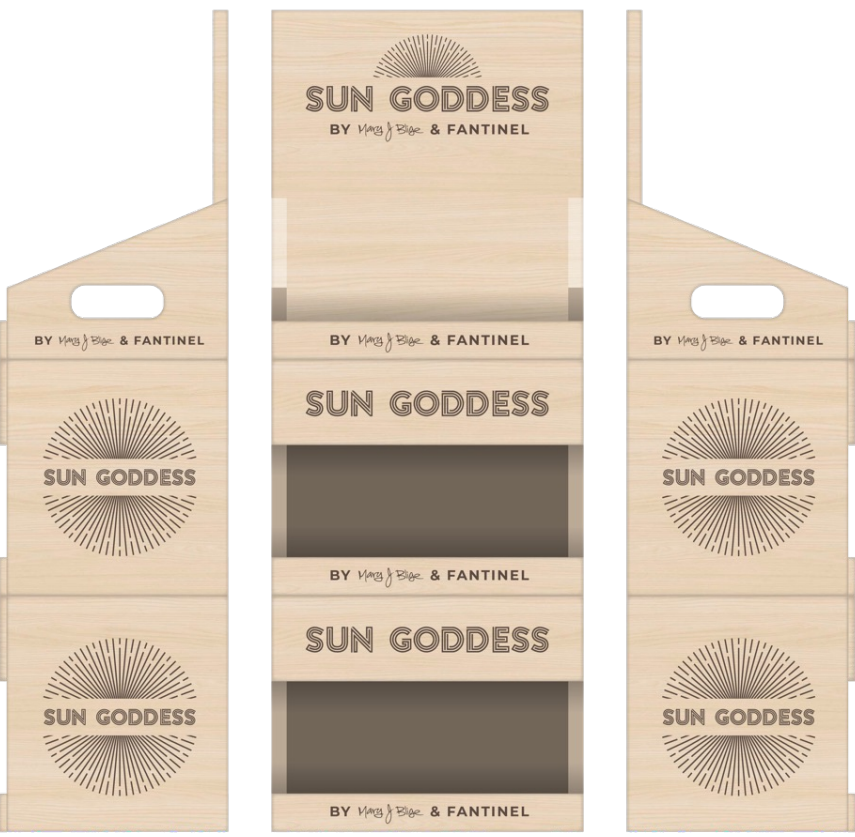


POCKET BROCHURES



POST CARDS FOR TABLES

OFF PREMISE/OTHER MARKETING SUPPORT



POS (displays – corrugate and wooden, case cards, shelf talkers, sell sheets, Vestcom, coupons, etc)

MJB's marketing platform – digital, social, content marketing, +

OTHER RESOURCES

Brand Kit [here](#)

Website with materials and links [here](#)