



FOR IMMEDIATE RELEASE

**NEW MÉNAGE À TROIS SWEET COLLECTION CAPTIVATES WITH SWEET SEMI-SPARKLING CALIFORNIA BLENDS
*Dolce Sweet Red Blend and Moscato Sweet White Blend comprise the thrilling wine brand's newest collection***

ST. HELENA, Calif., February 24, 2021 – [Ménage à Trois](#) – the wine brand widely credited with creating the wildly popular \$10 California Red Blend category – today announced the [Sweet Collection](#), a new lineup of sweet, semi-sparkling California wines. The collection – launching with Dolce Sweet Red Blend and Moscato Sweet White Blend – is the first new line from the brand since the sparkling collection debuted in 2014. These 9.5 percent ABV wines inspired by consumer desire are now available nationwide for \$15 SRP.

“As longtime leaders in the Red Blend space, we pride ourselves on understanding the category’s consumer,” said Mark Dunlea, vice president, marketing for Ménage à Trois wines. “Our research has confirmed what we’ve long believed – consumers are looking for occasions to indulge and treat themselves. The Ménage à Trois Sweet Collection overdelivers on that market need as a uniquely sweet, semi-sparkling California wine. This new tier further emboldens our Ménage à Trois portfolio, which has proudly been recognized for releasing the No. 1 new wine item for six consecutive years¹.”

Consumer support for the collection was validated with research showing strong interest in a sweeter offering from the famously indulgent wine brand. Both collection offerings emphatically invite new and existing Ménage à Trois fans to experience the sweet life. Ménage à Trois Dolce is a decadently sweet Red Blend that’s brimming with a wealth of dark blackberry and raspberry flavors, accented by warm notes of cherry vanilla. Ménage à Trois Moscato is crafted with premium grapes ripened in the California sun. The satisfyingly sweet White Blend is bursting with ripe peach and bright tropical fruit flavors that lead to a refreshing finish.



The lineup’s launch sees support from “[Sweet Utopia](#)” – a vibrant and energizing campaign reflective of a younger and more diverse audience. This creative campaign depicting a captivating wine experience will garner 35 million digital impressions within its first six months, complementing the more than 200 million impressions that the brand’s [TV campaign](#) secured during the holiday season.

Ménage à Trois’ 25-year legacy of leadership ensues with the all-new Sweet Collection – the latest line of thrilling blends carefully crafted to join the ranks of Silk, Midnight, Decadence, Gold, Limelight and the original Red Blend that started it all.



About Ménage à Trois

Since 1996, Ménage à Trois has thrilled wine fans with its unapologetically bold persona and an equally adventurous approach to flavor. Founded by two psychiatrists-turned-wine-aficionados in St. Helena, California, Ménage à Trois launched 25 years ago with two blends—one of which was a convention-shattering blend of three red varietals. In a pace-setting move that would spark a national phenomenon, Ménage à Trois fused Zinfandel, Merlot and Cabernet Sauvignon—long before blends were a trend in the U.S.—ultimately cementing the brand's iconic status as the catalyst behind today's wildly popular Red Blend category. Ménage à Trois wines are wholly owned and operated by Trinchero Family Estates, family-owned Napa Valley vintners since 1948. Please visit www.MenageaTroiswines.com to learn more.

Source: 1) Nielsen, Total US Retail, Dollar Sales Change vs. PY=\$0, CY2015, CY2016, CY2017, CY2018, CY2019, 52 Weeks Ending January 2020

Sweet Collection Assets

Download fact sheets [here](#).

Download bottle shots [here](#).

Download labels [here](#).

Download video [here](#).

Social Media Handles

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