

Lunar Landing

WITH ITS EASY-DRINKING RED BLEND AND SOPHISTICATED BOTTLE, **7 MOONS** IS READY FOR LIFTOFF

by Carolyn Horwitz



PHOTO COURTESY OF 7 MOONS

You might say that the moon is having a moment. Excitement is building among professional and amateur stargazers for the total solar eclipse on Aug. 21, when the moon will appear to block out the sun. Meanwhile, on Earth, the timing is perfect for 7 Moons to unveil its 2015 red blend.

The easy-drinking wine (SRP \$12.99) combines seven grape varieties—Syrah, Merlot, Petite Sirah, Zinfandel, Cabernet Sauvignon, Malbec and Grenache—sourced from prime vineyards on California’s Central Coast and Lodi regions. The wine’s flavor reflects findings from a year of consumer research that found that red-blend drinkers prefer a sweet, fruity profile to a darker, richer, drier one, according to Paige Guzman, Vice President, Marketing, Constellation Brands.

“We developed the wine style to match the consumer need,” Guzman says. “7 Moons drinkers want a good bottle of wine, want to be able to find it in their grocery store and want it to look good and taste good. They’re willing to spend \$10 to \$12 and want to feel good about a bottle they can pick up on a Tuesday night and eat with Chinese takeout.”

The striking packaging—created by Stranger & Stranger, a beverage design firm with offices in San Francisco, London and New York—celebrates the seven lunar phases. With its clean, minimal black-and-white graphics and vertical orientation, the design aims to cut through the competitive clutter and stand out as a premium offering among the sea of creamy-white labels on grocery-store shelves. “The goal was to come up with a concept that overdelivers for the price point,” Guzman notes. “The mantra throughout the development of this packaging was that it had to look like a \$19.99 bottle of wine.” For those who purchase it, each bottle has a surprise: Black corks come emblazoned with one of seven designs, each tying back to a moon phase, and featuring inspirational quotes meant to encourage reflection.

In September, 7 Moons will kick off a national digital ad campaign powered by programmatic media buys; this will enhance the current point-of-sale strategy, which features shimmering displays that highlight the brand’s lunar iconography. It’s all meant to intrigue and draw the gaze—just as the moon has for millennia. ■■

TASTING NOTES

7 Moons 2015 Red Blend, California

With a nose of cinnamon and rhubarb, the fruit has an essential character that is dense and sweet. Along with a dab of white pepper and a hint of spearmint, vivacious notes of rose petals, beets, red tea and cherries liven the palate. Tannins are subdued, but the silky texture of the wine allows for weight and structure. Acidity is bright to the spiced oak finish. **92** —*Meridith May*