

Product Audit

Product Name: Bervini Prosecco Doc Organic Vegan

Quality: Judged blind on aroma, character, balance, complexity, mouth feel and finish.

Judging feedback: Aroma, Character, Balance, Complexity, Mouth feel, Finish:

- *Very little aromas on nose, slightly more on palate, more rounded fruit here, peas, citrus and white flowers. Entry level style, persistence fine, dry style, good bubbles, mouthful silky, good acidity to balance, rounded fruit. Lively and some elegance, not wildly exiting but well made!*
- *Pale lemon with a light mousse, simple, fruity aromas, simple palate with light apple fruit, medium finish and noticeable texture. Fresh, clean and bone dry, balanced, well made, just a little unexciting.*

Channel/Style of outlet this wine be best positioned:

- *A decent wine for retail. Supermarkets, Multiple retail chains.*

Value: Judged blind but knowing the approximate RRP for each wine and based on the value for money represented by each wine.

Judging feedback:

- *Good value.*
- *Reasonable value, but plenty of better wines at this price point.*

Design: Judged on the overall appeal, appropriateness and saleability of the label and bottle design.

Judging feedback:

- *Five out of five.*
- *Vegan Organic, good design!*

Overall Wine Stars Rating:

