

Product Audit

Product Name: Ca' Selva Prosecco Doc Millesimato Organic

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

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

- *Green pears, wet stone, banana skin aromas. Persistent mouse. Good fruit on palate, with an earthy, acidic finish.*
- *Neutral nose, citrus, pears. A lot of bubbles but not much fruit weight behind it – slightly acidic on finish. Not an interesting style here. Just okay. Not complex. One-dimensional*

Channel/Style of outlet this wine be best positioned:

- *Supermarkets, Convenience Sector*

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

Judging feedback:

- *Completely the wrong price point. Top quality champagnes are more competing with this and are much more appealing.*
- *Overpriced*

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

Judging feedback:

- *Judges gave a combined score of 9/10*
- *Lovely cool modern label.*

Overall Wine Stars Rating:

