

Product Audit

Product Name: Serenello Valdobbiadene Prosecco Superiore D.O.C.G

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

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

- *Simple nose – no chardonnay showing though. Bit more weight and roundness on palate, but simple frothy, wet structure to finish. Not interesting – rather standard – middle of the road. Chardonnay is adding weight but not fruit interest.*
- *Delicate stone fruit, apricot aromas. Palate explodes with floral, pear and apricot character. Some astringency on the finish and lacks freshness. Fruit is appealing though so this can work as a drink at home bottle.*

Drinking Occasion this wine would best suit:

- *An everyday drinking wine.*
- *Drink at home*

Channel/Style of outlet this wine be best positioned:

- *Multiple Retail Chains, 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:

- *Overpriced.*
- *Poor value – price is not competitive, despite reasonable quality. This is premium champagne territory and this wine cannot compete*

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

Judging feedback:

- *Judges gave a combined score of 8/10.*

Overall Wine Stars Rating:

