

# HEARTLAND SANGRIA

BY DYLAN BAILEY

## In the Beginning

Imagine yourself soaking in a Key West sunset. You're admiring the ever-moving sails of tall ships in the company of that special someone. Now ask yourself, "What drink am I holding? What Blake Shelton song do I hear being covered by a local band?" The answer of course...is Sangria.

## On the Rise

We've all heard the song "Sangria." And if you haven't, check it out because Blake Shelton is on to something. According to the U.S. Nielsen, Sangria is up 8.37% in units and 8.9% in dollar sales. Shelton's song is a prelude to something great happening in the US—Sangria is on the rise, and it's time we all hop aboard for the party.

## What is it?

It turns out there is no clear definition or recipe for what Sangria is. We know it involves wine mixed with fruit. It captures the laidback siesta attitude, a casual drink from a culture that embraces fun, boldness, and vibrancy. What should Sangria be? An escape from caution, and a trip into smooth refreshment. It should transport us from a glum routine to that Key West sunset. I want to come home from work, unscrew the cap, and pour fruity fun into my glass.

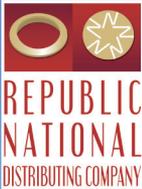
What we have here is a new member of the Reggae brand family coming to us from Easley Winery in downtown Indianapolis. This unique experience of a premium red wine blend with fresh fruit



juice added will sweep you away. This is craft winemaking at its best. The artisans at Easley Winery have spent five years perfecting this blend of red wine and five fruit juices, and it packs a punch with ten percent alcohol.

## Ready to Serve

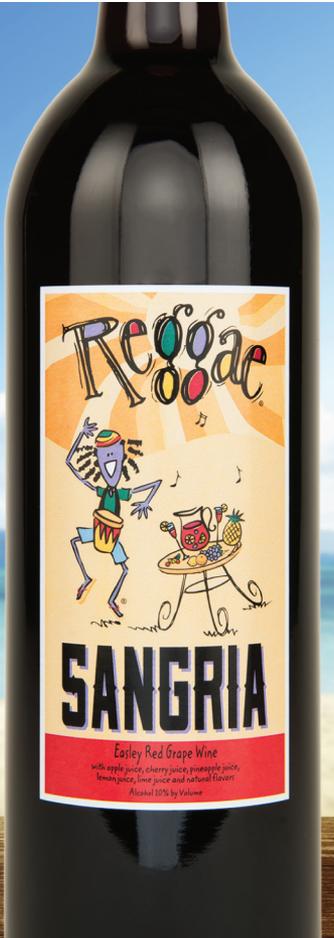
The best part is it's ready to serve. I can't tell you how many times I've tried to make Sangria at home. I did what many people do and found the cheapest sweet red wine on the shelf, chopped up a bunch of fruit, and threw it all together in a carafe. The results were disappointing, to say the least. Reggae Sangria removes the need to go through that turmoil, since the winemaker has already done the work for us. Garnish it with fruit to make a festive pitcher—perfect for parties with family and friends. And when they ask where it came from you can say, "Made in America, with love." Cheers!



REPUBLIC  
NATIONAL  
DISTRIBUTING COMPANY

## LIGHT THE TIKI TORCHES!

### AVAILABLE NOW





MADE WITH REAL  
FRUIT JUICES

info@myreggaewines.com  
317.636.4516






EASLEY ENTERPRISES, INC. INDIANAPOLIS, IN