

SHANKEN NEWS *Daily*

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News Briefs for April 7, 2017

April 7, 2017

- California's Rutherford Wine Company has extended its Predator Wines range with the launch of Six Spot Red Wine. Sourced from Lodi, Six Spot is a blend of Petite Sirah, Zinfandel and Malbec aged in French oak. The 13.5%-abv entry, which retails at \$16 a 750-ml., joins Predator's existing Old Vine Zinfandel and Cabernet Sauvignon. The rollout is intended to tap rising demand for red blends in the \$15+ range, which grew 23% in Nielsen channels during the 52 weeks ended January 28.

<http://www.shankennewsdaily.com/index.php/2017/04/07/18101/news-briefs-april-7-2017/>

