

Sweet New Varietals

Now Available!

Let's reinvent the Pink Wine category.

- ◆ White Zin and Blush consumers are **ready for the next level**. There is opportunity for **a quality-driven, everyday Blush**.
- ◆ Jam Jar fans are passionate, vocal and very dialed in on social media. In customer surveys they **overwhelmingly requested a pink wine**.
- ◆ Not just another Rosé – **Sweet Blush is an easy drinking, every-day, year-round pink** that pairs well with an array of flavors.
- ◆ With a **nod to nostalgia** and a taste **different than the rest**, Sweet Blush is lively with summer strawberry flavors and luscious hints of cotton candy, lemon and green melon.

SWEET BLUSH

"Best Buy"

Beverage Testing Institute

The Cabernet and Red Blend markets are **20x greater than Shiraz**.

Time to open up Jam Jar to a much larger customer base.

- ◆ We want to bring the Jam Jar experience to the **Cabernet drinker**.
- ◆ Jam Jar's **success in the red wine category** set the stage for an expansion.
- ◆ **Same sweetness, juicy profile and balanced acidity** that Jam Jar fans love, but with more structure, **greater power in the flavor profile** and a bit more tannin.
- ◆ **A bold blend**, this smooth sweet red showcases a lovely core of dark and red fruit which mingles with **baking spices, vanilla and cinnamon**.

SWEET RED BLEND



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◆ **#ItsAlwaysBlushSeason**

◆ **#ThatsMyBlend**

Jam Jar is on Fire

Sweet Data, Big Growth



OVERALL BRAND GROWTH

+60% Total Sales 2021

+90% Sales in February 2021

+63% in Volume, +58% in Dollars

(Nielsen Data Latest 52 Weeks Ending 02/28/21)

- ◆ **NOW IS THE TIME** to introduce new options to expand sales.
- ◆ Fans and national grocers alike have repeatedly expressed they are **ready for new varietals**.
- ◆ The semi-sweet wine category lacks **quality, well-balanced** options, presenting opportunity.

SOCIAL MEDIA STATS

+58.7% Follower Growth

4.2 million Impressions (+301%)

34,669 Engagement (+107%)

year to date

White Zin & Blush Category

\$5-\$10 - 4,863,561 cases sold (**\$198,769,344**) in last 52 weeks*

\$10-\$15 - 1,140,721 cases sold (**\$75,266,124**) in last 52 weeks*

Red Blend Category

677,652 cases sold (**\$40,401,355**) from previous year*

Cabernet Sauvignon Category

9,618,175 cases sold (**\$869,500,260**) from previous year*

Shiraz Category

512,941 cases sold (**\$41,896,626**) in last 52 weeks*

**(Nielsen Data through August 30, 2020)*