

HOW TO SELL OSMOSIS

Showing Osmosis DeLIGHTful Wines to a Buyer for the First Time:

- (1) **Have the buyer taste the wine before you tell them it's better for you** (lower in calories and alcohol, zero sugar, vegan, etc.). This will remove any potential preconceived notions that the wine will be lacking in taste given its lower alcohol. After they taste, then tell them all the additional benefits the wine has for the customers, in addition to its crowd pleasing taste.
- (2) **This wine should NOT go into a varietal or country location in the store.** If the store does not yet have a "Better For You" section, the wines should be stacked by themselves, either in three case stack or using the Osmosis wine rack. When in a cold box, be sure to utilize the necker or shelftalker. On a restaurant wine list, be sure that 85-90 calories per serving, zero sugar and 9% alcohol is listed. (*see our On-Premise Incentive Program*)
- (3) Osmosis is benefiting from a national marketing and social media campaign; point them to the Osmosis Instagram, Facebook, and website. Also, **utilize the extensive schwag at your disposal:**



Potential Buyer Pushback and Suggested Response:

"I don't have customers asking for healthier wine."

Answer: They will be. According to Forbes, consumer demand for "Better for You" wine is skyrocketing, and **IRI data shows the category has quadrupled to 1,671,000 cases** in the last twelve months (Oct.'22). Granted, many consumers don't yet know that "Better-for-You" is an option, but will jump on it when they do. We have found that by doing a three case stack in a store -- with the benefits clearly marked on the Osmosis shippers and highlighted with a case card or rack -- consumers try a bottle and come back for more. Remember when people thought Lite Beer would be a fad?

"Something is missing in this wine." (Many will come to this conclusion not on the wine's merits, but because they have a preconceived notion given it is lower in alcohol.)

Answer: Consumers love this wine. After many trials, Osmosis is the best, better-for-you wine with 100% taste. You can taste it with the buyer side-by-side with other better-for-you wines to prove this, and also be sure to talk about how we achieved it (see "How we Made the Best Better-for-You Wine" at: <https://vinodelsol.com/thewineries/osmosis>).

***Ask your VDS rep for success stories, the wines work when presented correctly. In its first year, Osmosis Sauvignon Blanc has become our wine with the second most points of distribution in our entire portfolio, second only to Zolo Malbec.*

