

OSMOSIS



“Better-For-You Wines Rapidly Expanding In The U.S.” 1MM+ Cs!

IRI data shows the category has quadrupled to 1,671,000 cases in the last twelve months (Oct.'22).

Not a Trend: No-Low is Here to Stay

- According to Drizly, there was a 56% increase in purchases across de-alcoholized beverage categories in January 2023 compared to January 2022.
- De-alcoholized wines are the fastest-growing sector of the wine market, according to Impact Databank

OSMOSIS was born to meet the concerns of today's consumer and fit with their health-conscious lifestyle.

Osmosis is the best tasting, **Low Calorie** wine, delivering all the taste with less of the things you don't want.

85-90 Calories, Zero Sugar, Vegan, Woman Owned, Estate Fruit and Sustainably Farmed

IRI Total MULO L26 Ending 10.2.22

REASONS TO BELIEVE



Great Tasting Varietals targeted in HOT varietal categories: Sauv Blanc, Red Blend and Rose

Retailers taking notice!



INVESTMENT/ SUPPORT

Social



Advertising

Print and digital



Demos



\$2 IRC or MIR



QR Code Tech



POS/ Display

