

OSMOSIS



“Low-calorie wines are well-positioned, having more than quintupled the past three years [the leading brands account for over 2 million cases sold in 2022].”

-U.S. Wine Market: Shanken's Impact Databank Review & Forecast 2023

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,
Reduced Alcohol,
Woman Owned,
Estate Fruit and
Sustainably Farmed**



REASONS TO BELIEVE

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



Wine Trade Endorsements:



Retail Taking Notice:



Attributes listed on back label-easy for shoppers to identify



INVESTMENT/ SUPPORT

Social



IRC and MIR Support



Advertising
Print and digital



QR Code Tech



Demos



POS/ Display



Discover Low Calorie

	Low Cal- All Price Seg- by Varietal	Volume Sales	Vol Sales % Chg
→	FUME/SAUVIGNON BLANC	288,767	55%
	PINOT GRIGIO/PINOT GRIS	151,863	6%
	CHARDONNAY	100,898	-5%
→	ROSE	74,706	30%
	CABERNET SAUVIGNON	59,074	5%
	PINOT NOIR	44,703	10%
	RED BLENDS	14,444	35%
→	WHITE BLENDS	10,396	69%
	Grand Total	748,992	23%

Low Calorie SKUs continue growth in year 2, +23% (IRI Total Table Wine -5% Vol)

IRI alone is posting 750,000 cs in the last 52 Weeks!

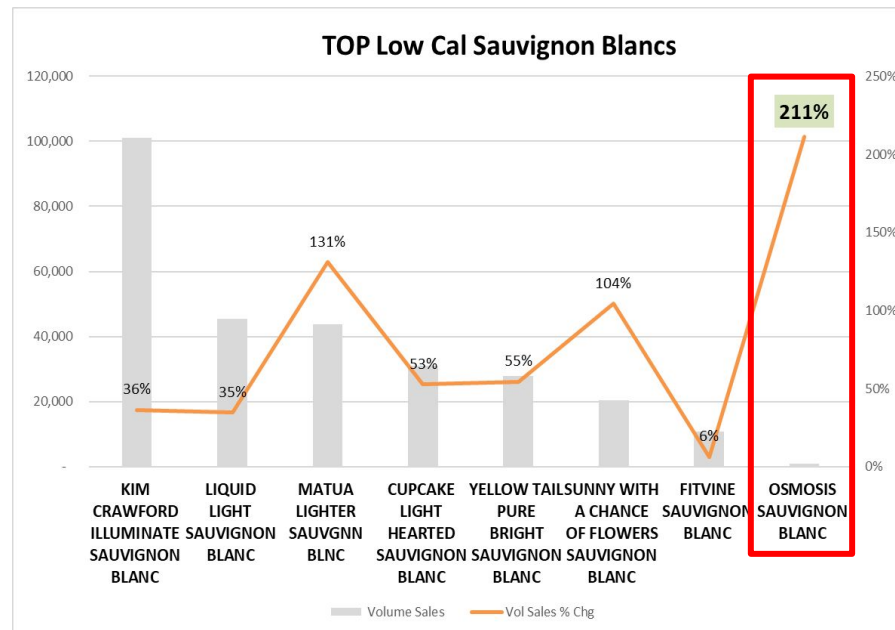
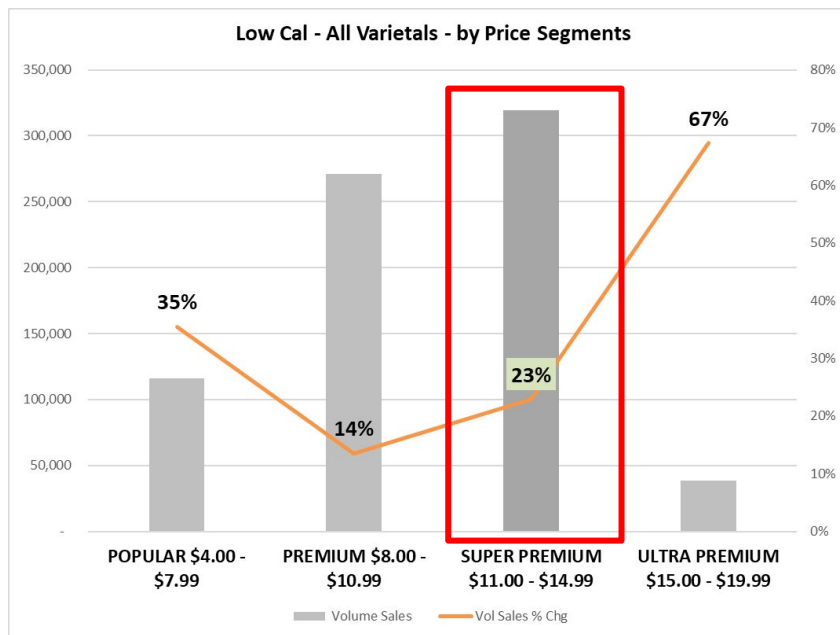
Sauvignon Blanc is the clear leader in all price segments.

Rose and Blends are also outpacing the rest!

\$11-15 is the sweet spot when it comes to price tiers among shoppers by volume, growing +23%

Osmosis is a NEW addition to chain retail, up +211%.

Osmosis is a trade Up Opportunity!! Heath conscience consumers will spend more for 0 sugar, Vegan, Low Calorie -Food and Wine!!



LOW CALORIE- Competitive Set



























\$6-10.99

\$12- 14.99

\$15-17.99

Osmosis: The Best “Better for You” Wines





Why? (1) We check all the boxes

						
	OSMOSIS de-LIGHT-ful Sauvignon Blanc	FITVINE Sauvignon Blanc	KIM CRAWFORD Illuminate Sauvignon Blanc	CUPCAKE Lighthearted Sauvignon Blanc	YELLOWTAIL Pure Bright Sauvignon Blanc	AVALINE White Wine
REDUCED ALCOHOL						
0g SUGAR						
LOWER CALORIES						
VEGAN						
ESTATE FAMILY VINEYARDS						

Info and Sources: <https://bit.ly/3mQbN4W>

Osmosis: The Best “Better for You” Wines®

Why? (1) We check all the boxes

				
	OSMOSIS de-LIGHT-ful Red Blend	FITVINE Red Blend	SKINNY GIRL Red Blend	AVALINE Red Wine
REDUCED ALCOHOL	●			
0g SUGAR	●	●	●	●
LOWER CALORIES	●		●	
VEGAN	●	●		●
ESTATE FAMILY VINEYARDS	●			

Info and Sources: <https://bit.ly/3mQbN4W>

Osmosis: The Best “Better for You” Wines Why? (2)

We Taste the Best



Osmosis Red Blend

"The best red in this category we have tasted.... supple, dry, medium bodied, and distinctly flavored (blackberry, pepper, herbs, red licorice), with fine balance, and a long aftertaste. Great value!" - *Ronn Wiegand, MW/MS*

5 Stars, *Restaurant Wine* ('21)

Osmosis Rosé

"Medium watermelon pink color; clean and fresh on nose, notes of ripe summer fruits, peach, raspberry, watermelon, light, herbaceous note. Dry, medium-bodied, similar fruit profile on palate, tart, tangy, crisp acidity, balanced alcohol, a touch of chalky minerality, long, clean finish. Very well-made and satisfying."

- *Eric Hemer, MW/MS*

Osmosis Sauvignon Blanc

"Osmosis Sauvignon Blanc packs a lot of vibrant aromas and flavors with a delicious taste. It delivers what you expect from a Sauvignon Blanc. It's a great example of how a better for you wine can be made." - *Brian Koziol, MS*

90 points, *The Tasting Panel* ('21)

Osmosis: The Best “Better for You” Wines 100% Taste – How We Made Osmosis

Osmosis Wines are:

Estate grown from **Family**-owned, **Sustainable** vineyards located in the **High-altitude** terroir of the foothills of the Andes Mountains in Mendoza, Argentina.

The Sauvignon Blanc is **Hand harvested** and picked at 3 different stages then blended:

- **Early Harvest** = lower alcohol and bright acidity
- **Middle Harvest** = floral and fruit notes
- **Later Harvest** = concentrated, ripe, round flavors

The vineyards and winery are **woman-owned and woman-run**.



OSMOSIS- Point of Sale

4 Case Rack

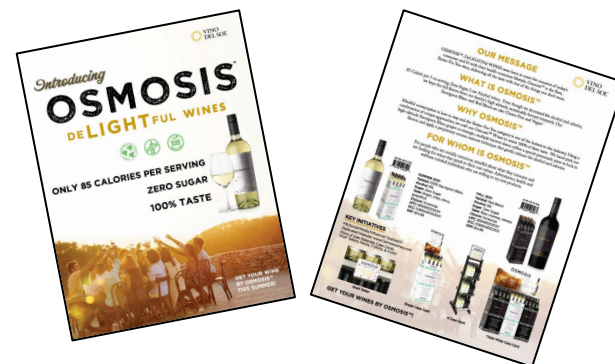
Triple Wide Case Card



Single Wide Case Card



Sell Sheets



Shelf Talkers



