

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) **Where to place.** Data shows lifestyle wines do well in grocery, but it is important they are placed in the varietal set (ie Osmosis Sauvignon Blanc should be in the SB section). We have had excellent success in off-premise Mom and Pop's if they use an Osmosis rack or case stack or if they have someone in the store to hand-sell, then customers come back and repurchase. On a restaurant wine list, be sure that 85-90 calories per serving, zero sugar and 9% alcohol is listed.
- (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 quadrupled to 1,671,000 cases in 2022, and grew to 2M cases in 2023 and is currently **R12 category sales of 3 Million cases!** Granted, many consumers don’t yet know that “Better-for-You” is an option, but will jump on it when they do. Remember when people thought Lite Beer would be a fad?

Be sure to talk about how we achieved such great tasting lifestyle wines (see “How we Made the Best Better-for-You Wine” as well as press and Master Somm reviews 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 became our wine with the second most points of distribution in our entire portfolio, second only to Zolo Malbec.*

