

OSMOSIS

From Your Trusted Source!

VINO DEL SOL®
Your Trusted Source

20 YEARS
A CELEBRATION OF SUSTAINABILITY



In the Press:

Decanter

As a growing number of people choose to drink 'less and better', the universe of low- and no-alcohol beverages is rapidly expanding and improving...Whatever your view, low- and no-alcohol wine seems here to stay

THE WALL STREET JOURNAL.

29% of drinkers are imbibing less to reduce their caloric intake, and a study by Nielsen found that 21- to 34-year-olds in the United States are 40 percent more likely to drink less than older generations."

BeverageDynamics

One thing everyone seems to agree on: No-/lo-alcohol drinks are here to stay. A new generation is awakening to the idea that a good time doesn't necessarily require a buzz."

Beverage Dynamics Alcohol Trends for 2024

Forbes

No- and low-ABV wine
"We've seen health, wellness, and balance take center stage over the past few years," says Angela Slade, Vice President Communications at Opici Wines and Spirits. "Most distinctly over these past months alongside the growing awareness of Sober October and Dry January."

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There's no need to sacrifice flavor or body when looking for a healthier pour...The "no-and-low" wellness trend is well under way in the wine world, with the market for low- and no-alcohol drinks expected to grow 32% .



Mindful drinking, along with health and wellness, is a trend that is here to stay.

Wine's Low- And No-Alcohol Segment Gains Momentum With Younger Drinkers*

The Facts:

- The “better-for-you” segment also registered another double-digit gain last year (2023), as younger American drinkers increasingly opt for health- and wellness-oriented brands.
- Table Wine OFF Premise dollars decreased -1.3% to \$19.5 billion (319MM Cases) in Nielsen/NIQ 2023, but the “better for you” sector rose +11.4% to \$788.5 million (**3 Million Cases!**).
- Who is Driving Trend? Predominately LDA 35-year-olds, and younger groups are increasingly exploring this category.
- Established brands entering the category—Kim Crawford, Kendall-Jackson, Meiomi, Duckhorn, Simi and 19 Crimes...

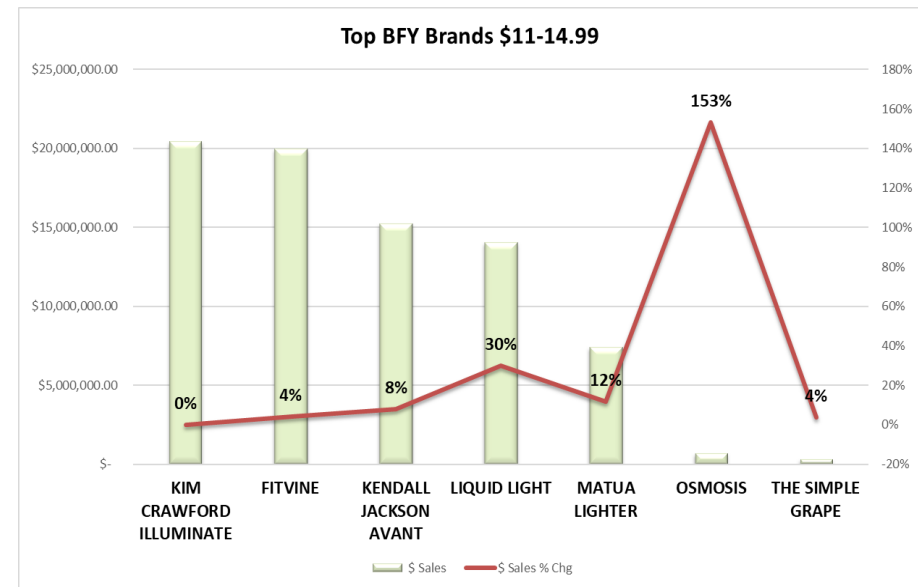
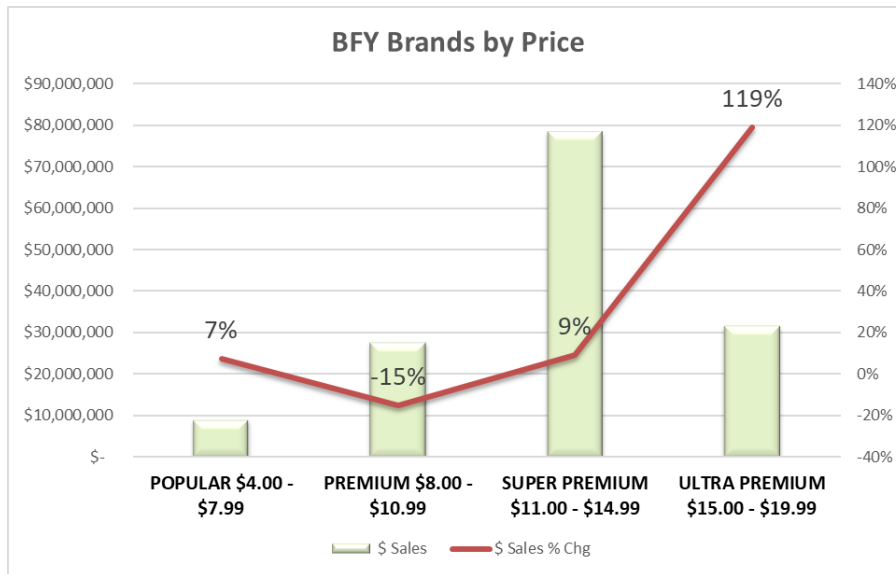
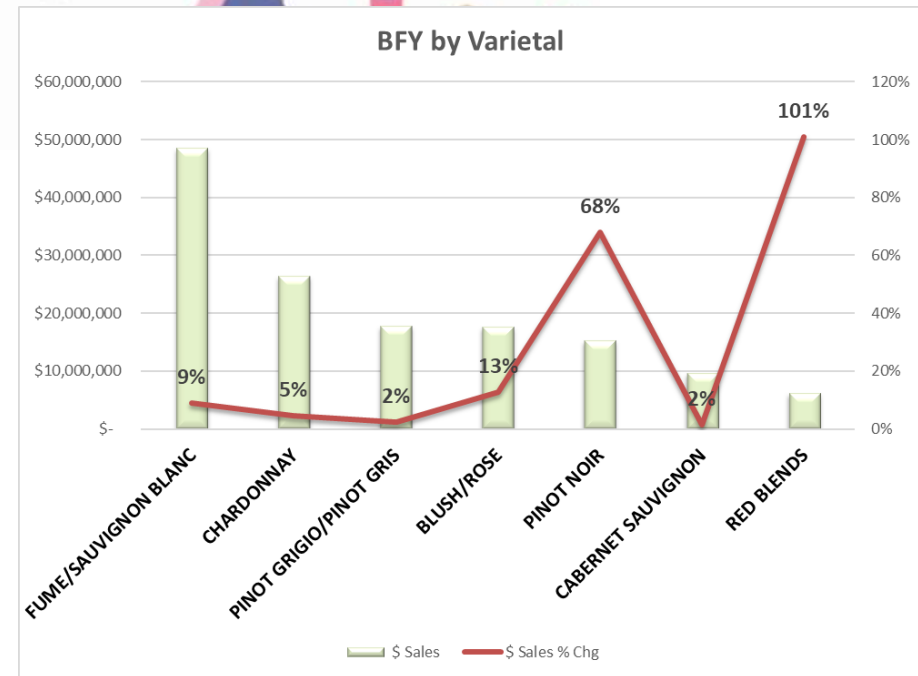
U.S.—Leading Low-Calorie Wine Brands (thousands of 9-liter case depletions)					
Brand	Company	Origin	2022	2023	Percent Change
Bota Box Breeze	Delicato Family Wines	California	550	710	29.1%
Fitvine	O’Neill Vintners	California/Italy	263	220	-16.3%
Yellow Tail Pure Bright	Deutsch Family Wine & Spirits	California	203	212	4.3%
Cupcake Lighthearted	The Wine Group	California	241	180	-25.3%
Kim Crawford Illuminate	Constellation	New Zealand	168	171	1.6%
Avaline	Avaline	Multiple Origins	80	142	77.5%
Bev	Gallo	California	110	125	13.5%
SunnyWithAChance Of Flowers	Scheid Family Wines	California	92	107	15.8%
Matua Lighter	Treasury Wine Estates	New Zealand	64	83	31.1%
Meiomi Bright	Constellation	California	5	66	+
Kendall-Jackson Lower Calorie Chardonnay	Jackson Family Wines	California	30	39	30.1%
Simi Brightful	Constellation	California	8	15	90.8%
Total Leading Brands²			1,814	2,069	14.1%

*Source: Shanken IMPACT DATABANK © 2024

A Peek Inside the Category!!

Headlines:

1. BFY Top Varietals are SB but big growth coming from Rose and Red Blends.
2. Consumers will trade up for BFY with Super Prem being the biggest in \$. Growth in Super + Ultra prem.
3. In \$11-14.99 Top BFY brands are coming from large commercial brands... Osmosis is from FAMILY OWNED, ESTATE FRUIT, SUSTAINABLY FARMED! Support Patricia Ortiz (Zolo, Tapiz, Wapisa).



Competitive Set \$11-14.99:

Constellation Brands

O'Neill

Jackson FAMILY WINES

SYCAMORE PARTNERS
Chateau Ste Michelle

TREASURY WINE ESTATES

Sourced from Family-Owned Vineyards- Patricia Ortiz



Kim Crawford
Illuminate 0%



FitVine 4%



Kendall- Jackson
Avant 8%



Liquid Light 30%



Matua Lighter
12%



Osmosis +153%

Why Osmosis?

Osmosis was born to meet the concerns of today's consumer- to fit their health- conscious lifestyle!



Eco-Glass
390 grams



- Award Winning Family-Owned Vineyards by Patricia Ortiz (Zolo, Tapiz, Wapisa)
- Estate Fruit allows us to control the harvest practices and sourcing. The consumer gets THE best tasting quality wine. Osmosis is hand harvested 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
- Sustainability
 - High altitude terroir allows for perfect arid conditions for no pesticide use.
 - All water is recycled, reused.
 - All Osmosis bottles are in eco-friendly, lightweight glass- 390 grams
 - Cyclical Agriculture- Recycling program in the vineyard provides high quality bio compost made from the grape's skins and stalks. The compost is then used as fertilizer back in the vineyards.
 - Osmosis' vineyards are certified by GLOBAL G.A.P. Provide standards and protection of farming practices, water use, recycling, energy efficiency, pest management, sustainably sourced raw materials- assessing environmental impact.



Taste! Osmosis has been recommended by the Somm community – try it and become a believer!

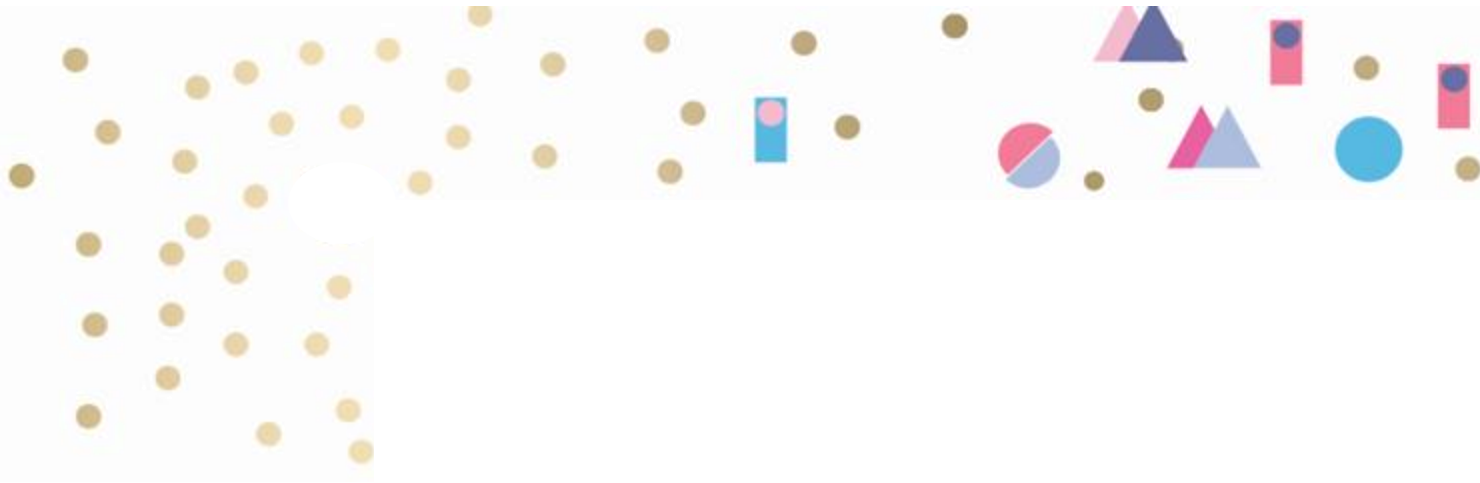
How to SELL Osmosis?

1. **Taste first -Speak Second!**- Have the buyer taste before mentioning its lower in calories and alcohol, zero sugar, Vegan, etc. This removes any preconceived notions that *better for you = bad taste*
2. **Off Prem**- These wines do well in the varietal set or in a cold box, be sure to utilize the necker, shelf talker and/ or case cards.
3. **On Prem**- wine list, suggest the “85 calories per serving and/ or zero sugar” is listed. This shopper is LOOKING for direction.
4. **Osmosis IS Social!!**
 1. Social media campaign includes Instagram, Facebook, and website!
 2. “How we Made the Best Better-for-You Wine” at: <https://vinodelsol.com/thewineries/osmosis>

Buyer Pushback? Don't Worry!

- “I don't have customers asking for healthier wine.”
 - Answer: Its coming! According to Forbes, consumer demand for “Better for You” wine is skyrocketing, and syndicated depletion data shows that these wines are a bright spot in a down market. Don't miss out by not offering an alternative to your consumers. Remember when people thought Lite Beer would be a fad?
- “Something is missing in this wine.” Some may come to this conclusion not on the wine's merits, but because they have a preconceived notion given it is lower in calories, sugar and alc.
 - Answer: Consumers love this wine. After many trials, Osmosis is the best tasting, BFY wine from family vineyards, estate fruit that is sustainably farmed. Osmosis has been featured in **FORBES** and **FOOD & WINE** and recognized by the SOMM community (check out multiple M.S. reviews on our website)!





Appendix



OSMOSIS

“One thing everyone seems to agree on: No-/lo-alcohol drinks are here to stay.”*

“A new generation is awakening to the idea that a good time doesn’t necessarily require a buzz.”

-*Beverage Dynamics Alcohol Trends for 2024

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

85 Calories

Zero Sugar,

Gluten Free,

Vegan Certified,

Family-Owned Vineyards,

Estate Fruit,

Sustainably Farmed

Eco-Glass
390 grams

SRP \$14.99

REASONS TO BELIEVE

Osmosis growing 153%, growth outpacing competition in \$11-14.99**

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

Wine Trade Endorsements from Somm Community:



Chains Taking Notice:



Attributes listed on back label-easy for shoppers to identify

INVESTMENT/ SUPPORT

Social



Press



Demos



TPR/ Print/ Digital
Coupon Support



QR Code Tech






POS/ Display







**IRI L52 Wks 6-30-24

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	 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	●					

OSMOSIS

	 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	●			

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Racks



Shelf talkers



Case cards



Water bottles



Yoga Mat

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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)