

A top-down photograph of a hand pouring wine from a clear glass decanter into a glass on a light-colored wooden table. Several other glasses containing wine are scattered around. The scene is lit from the side, creating long shadows. The word 'winc' is overlaid in a large, white, serif font.

# winc

A MODERN WINE COMPANY



## *Winc - A Modern Winery*

We're building a portfolio of brands for the next generation of wine drinkers.



# *Recognized by Press for Leading Innovation in Wine*

## FAST COMPANY

02.19.19

**How Winc uses subscriber feedback to make wines millennials go crazy for**



**25 Winc**

FOR MAKING MILLENNIALS OENOPHILES

**Winc named as one of the  
50 Most Innovative  
Companies of 2019!**

A world class winemaking team combined with immediate access to consumer feedback opens up greater opportunities to become more experimental in terms of winemaking, and enables the company to create brands suited for the modern wine drinker.

- Fast Company

# Omni-Channel Wine Company

Uniquely Designed for Building Brands

## Intimate Consumer Connection

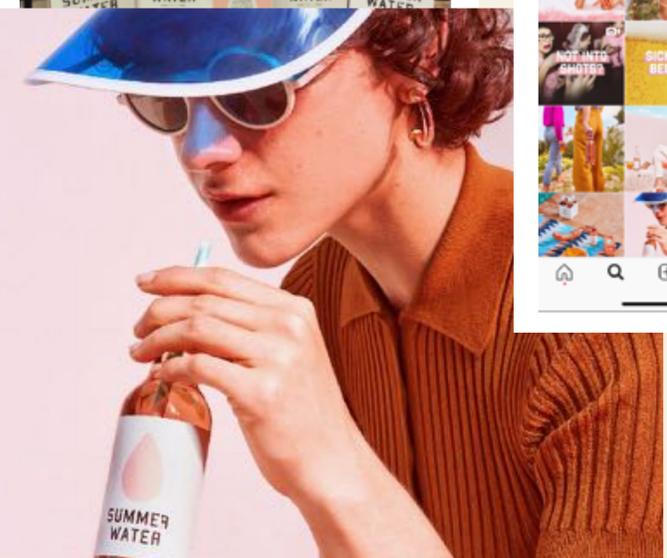
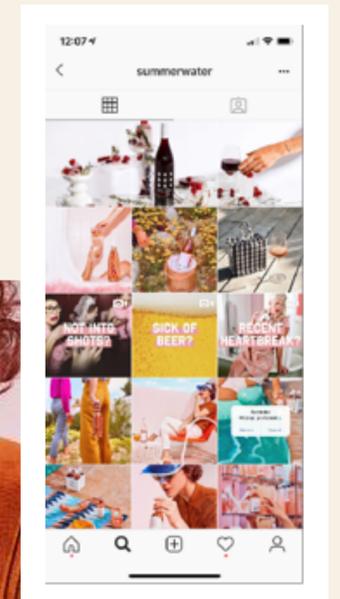
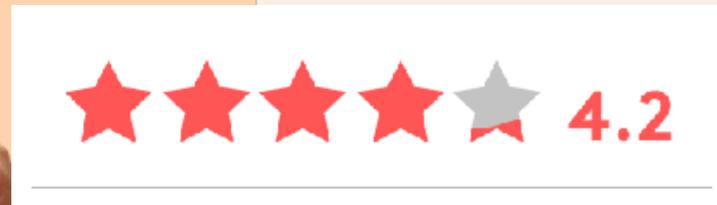
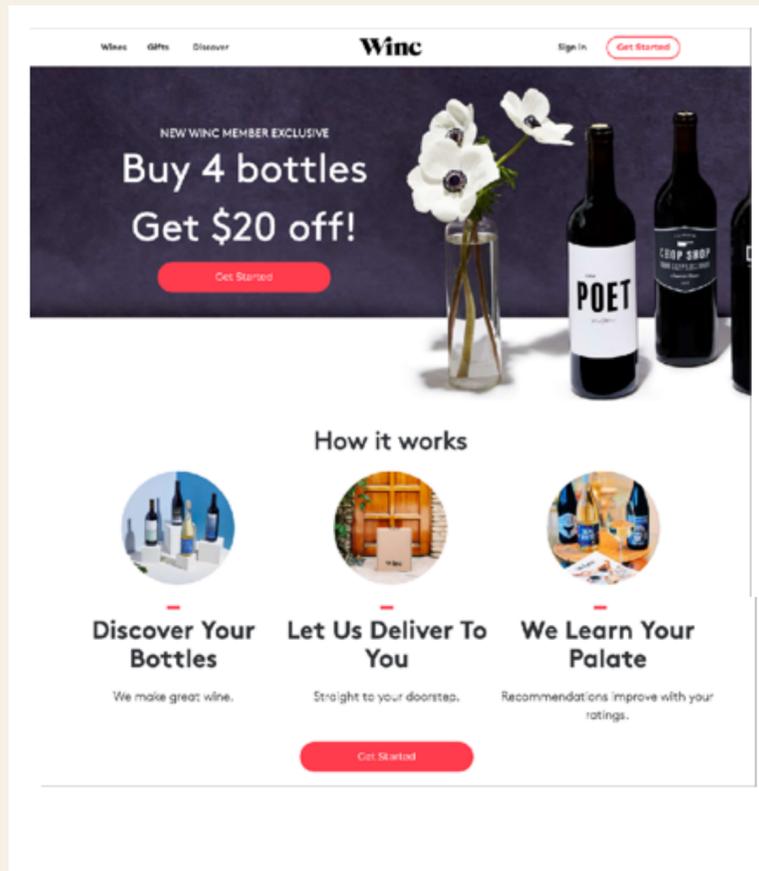
Allows the Company to build relationships and scale many products per year

## Data-Driven Business Model

Enables us to find consumer segments to better scale brands

## Consumer-Led Brands

Scale quickly in traditional distribution and drive LTV online



# Poised to Win With Next Generation of Wine Drinkers

**The U.S. wine market was valued at over \$70Bn in 2018**

With DtC (\$3Bn) being the fastest growing segment at 12% growth in 2018

**Gen-X will eclipse Boomers to become ‘the largest fine wine consuming generation’ by the year 2021.**

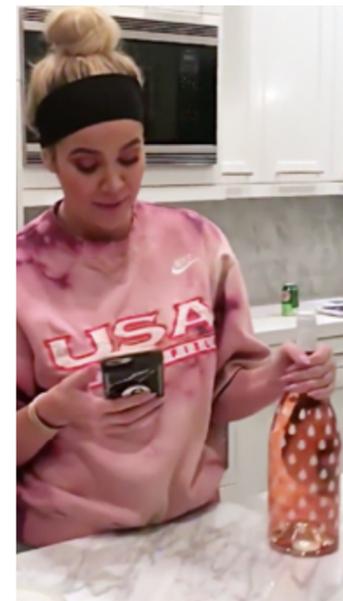
Millennials will eclipse Gen-X in 2026

**Winc digital-first approach directly targets Millennials and Gen-X (over 80% of our member base)**

A demographic that traditional wineries have trouble reaching

***“Successful wineries 10 years from now will be those that adapted to a different consumer with different values — a customer who uses the internet in increasingly complex and interactive ways.”***

– Silicon Valley Bank



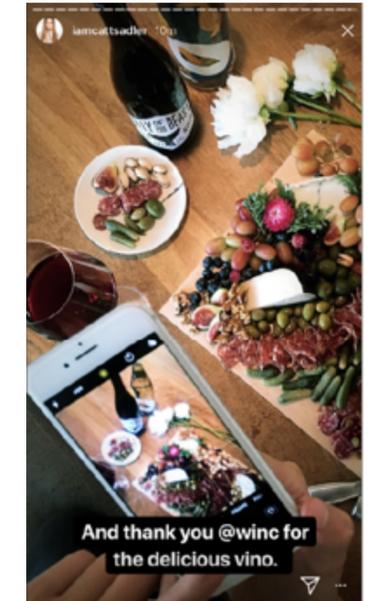
**Khloe Kardashian**  
**97M Followers**



**Jessica Alba**  
**16M Followers**



**Karlie Kloss**  
**8M Followers**



**Catt Saddle**  
**1M Followers**

The above individuals were not compensated in exchange for their testimonials. In addition, their testimonials should not be construed as and/or considered investment advice.

# WE CREATE BRAND BUZZ

## PUBLIC RELATIONS

## SOCIAL MEDIA

## INFLUENCERS & ACTIVATIONS



4.4 billion media impressions through feature editorial placements

600k engaged followers through Winc's Social Media content

Established a cult following among celebrity and influencers fans

# OUR WINEMAKING



- **Ryan Zotovich** -  
Director of Winemaking

“One of the most introspective and thoughtful young winemakers in Santa Barbara, Zotovich is making wines of real pedigree and class”  
- Antonio Galloni, Vinous

## THOUGHTFULLY SOURCED

The relationships that we’ve developed with our growers and winemaking partners allow us to optimize our price to quality ratio. Our approach to grape sourcing and winemaking is progressive and thoughtful.

## DETAIL-DRIVEN

Our team applies small-lot winemaking techniques and philosophies to winemaking at scale. We’ve never taken the easy route.

## DIVERSE

In the 2019 harvest alone, we made wines from grapes that represent 39 different grape varieties, 11 regions, and 54 vineyards in California. Spanning 11 different countries across 2 different growing seasons. Not to mention sparkling wine, wine in a can, and cider. Diversity is something we do well.

# Winc Key On-Premise Accounts

HOLLYWOOD BOWL

tocaya  
ORGANICA

LETTUCE  
ENTERTAIN YOU<sup>®</sup>  
RESTAURANTS

HILLSTONE  
RESTAURANT GROUP

Fairmont  
HOTELS & RESORTS

R  
RENAISSANCE<sup>®</sup>  
HOTELS

Cagniatte

310  
BOWERY BAR  
•NYC•

FOUR SEASONS  
HOTELS AND RESORTS

SUSHI DEN

Marriott.  
HOTELS & RESORTS

OYSTER Co  
EVENTIDE  
— PORTLAND · ME —

We  
olive

the  
Waterfront  
VENICE BOARDWALK

ACE HOTEL

Shutters  
ON THE BEACH<sup>®</sup>

ROSEWOOD  
HOTELS & RESORTS

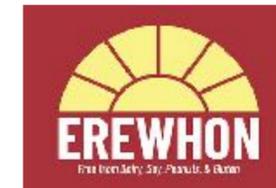
THE BROOKLYN BARGE  
GREENPOINT

INTERCONTINENTAL.  
HOTELS & RESORTS

DUKE'S

The Bungalow  
SANTA MONICA

# Winc Key Off-Premise Accounts







\*\*\* *CORE BRANDS* \*\*\*



# Summer Water

## Over 1.9 Billion Media Impressions

### This Major Summer Rosé Sell-Out Is Back (For Now)

ELIZABETH BUXTON  
LAST UPDATED APRIL 17, 2016, 8:07 AM

Spring is barely in the air, but summer is already in season. Online wine-retailer [Winc](#) just announced the return of its crowd-pleasing rosé membership, [Summer Water Societé](#). On Monday, April 15 the pink-drink floodgates will officially reopen to the rosé-thirsty public for a third season of Summer Water shipments, following two previous years of frenzied waitlists and total sell-outs. But, lucky for us, Winc is granting [R29 readers exclusive early access to sign up today](#).

Signing up for this year's premium wine-subscription service guarantees you four monthly shipments of the company's 2018 vintage, with strategically-timed deliveries meant to last all rosé-season long. The Summer Water swag ranges from travel-sized Droplets to magnums, limited-edition bottles, and an exclusive mystery shipment, too. Winc describes its chicy-bottled Central Coast Grenache and Syrah blend as, "lean and refreshing, with notes of grapefruit, peach, and



PHOTO: COURTESY OF WINC.

COSMOPOLITAN STYLE BEAUTY SEX POLITICS ASTROLOGY SUBSCRIBE NEWSLETTER

### The Birchbox of Rosé Is Here and It Delivers Magnum Bottles to Your Front Door

It's called the Summer Water Societé.

by DANIELLE JULIO MAR 23, 2017



COURTESY

### This Delivery Service Will Send Rosé to Your Doorstep All Summer Long

By [Clara Olshansky](#) Updated: May 24, 2017



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FOOD & WINE

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# SUMMER WATER

## ROSÉ

### THE WINE

This dry rosé reflects the pale pink promise of the perfect warm-weather wine. It's delightfully crisp, lighthearted, and destined for a good time. The grapes for this Central Coast Grenache and Syrah blend were picked early in the season to achieve a natural acidity that's ideal for summer drinking. To ensure as little extraction from the skins as possible, we used the direct press method, retaining the delicate fruit aromas and pale color rosé is known for. The result is light, aromatic, and dry - with notes of melon, peach, rose, and citrus. Summer-friendly fare like shellfish, ceviche, and salads will pair swimmingly or just drink it chilled with the ones you love.

**APPELLATION:** CENTAL COAST, CALIFORNIA

**SOIL:** SANDY, ROCKY, LOAM

**ELEVATION:** 100 - 1,250 FT

**AGE OF VINES:** 10-15 YRS

**VARIETIES:** 85% GRENACHE, 15% SYRAH

**FERMENTATION:** STAINLESS STEEL

### SIGNIFICANT MARKETING SUPPORT

- 1.2 Billion media impressions to-date
- Comprehensive marketing plan, including influencer seeding, brand activations and partnerships (including Hollywood bowl)
- Planning significant trade marketing support in 2019 - 2020



**\$12.41/bottle**  
**\$19.99 SRP**  
**37.88% GP**

**Winc**



This wine has been rated **4.0** by **45K** customers

- **57,473 Ratings, average rating 3.99/5**

**VIVINO**

**3.8** **1561 ratings**



Among top 5% of all wines in the world (2018 Vintage)

# OUTER SOUNDS

## SAUVIGNON BLANC



### THE WINE

The sparkling waters of the Outer Sounds lead from the Pacific Ocean to the wine country of Marlborough, New Zealand. Known primarily for its distinctive Sauvignon Blanc, this region benefits from warm days and cool nights that allow grapes to ripen evenly, offering bright natural acidity along with ripe fruit flavors. This zesty Sauvignon Blanc has juicy tropical and citrus flavors along with the classic green, grassy highlights that are so characteristic of wines made in Marlborough. Sourced from multiple vineyard parcels in the Wairau and Awatere Valleys, fermented in stainless steel for freshness, and aged on light lees for texture, this white is versatile and a great fit for any occasion.

APPELLATION: MARLBOROUGH, NEW ZEALAND

SOIL: ALLUVIAL GRAVEL ; GLACIATED

ELEVATION: 3 - 160M

AGE OF VINES: 35-22 YRS

FERMENTATION: STAINLESS STEEL

**Winc**



This wine has been rated 4.0 by 36K customers

600K glasses served in homes nationwide!

**vivino**

3.9   
792 ratings

 Among top 10% of all wines in the world (2018 Vintage)

# PACIFICANA

## CHARDONNAY

### THE WINE

Pacificana® showcases classic California styles for a new generation of wine enthusiasts. It embodies the bold, pioneering spirit of the California landscape and those who call it home. 100% barrel fermented, then aged in American oak barrels with various levels of toast, this 2018 Chardonnay strikes the perfect balance between oaky, buttery richness and fruity elegance.

**APPELLATION:** CALIFORNIA (CLARKSBURG, LIVERMORE)

**SOIL:** ROCKY, LOAM, CLAY

**ELEVATION:** 500-800 FT

**AGE OF VINES:** 10-15 YRS

**VARIETIES:** CHARDONNAY

**FERMENTATION:** BARREL FERMENTED IN FRENCH & AMERICAN OAK

**AGING:** 6 MONTHS IN FRENCH & AMERICAN OAK BARRELS



**\$9.98/bottle**  
**\$15.99 SRP**  
**37.58% GP**

**Winc**



This wine has been rated **3.7** by 27,000 customers

**18,324 ratings, average rating 3.66/5**

**VIVINO**

**3.7** ★★★★★  
681 ratings

★ Among top 10% of all wines in the world (N.V. Vintage)

# FOLLY OF THE BEAST

## PINOT NOIR



**\$10.00/bottle**  
**\$16.99 SRP**  
**41.14% GP**

### THE WINE

It's our mission – our madness, if you will – to consistently deliver impossibly good 100% Pinot Noir at an unrivaled price. To create this white whale of the wine world, we went to California's Central Coast - where the foggy mornings and cool evenings have a favorable effect on the heartbreaker grape. A certain amount of skill and tenacity is essential to produce a Pinot of this stature - and Folly of the Beast is proof that a little madness pays off. Aged in 30% new French oak for 12 months to enhance notes of sweet spice, this round Pinot pairs nicely with pork, poultry and cheeses.

**APPELLATION:** CENTAL COAST, CALIFORNIA

**SOIL:** SANDY, LOAM, CLAY

**ELEVATION:** 100 - 2,000 FT

**AGE OF VINES:** 20+ YEARS

**VARIETIES:** 100% PINOT NOIR

**AGING:** 12 MONTHS IN 30% NEW FRENCH OAK

## Winc



This wine has been rated **4.2** by **25K** customers

**34,005 ratings, average rating 4.04/5**

### PROVEN PERFORMER

- Blew away all performance KPIs; first vintages sold out in <72 hrs.
- 2018 sales put it as one of the fastest growing Pinots compared to all Pinots in Nielsen, Would rank as #84 out of top 200; only 2 grew faster
- 202% growth; driven by wholesale velocity

### SIGNIFICANT MARKETING SUPPORT

- Since inception this brand has flown off the shelves w/ no support
- In 2020 we plan to bring even more velocity and brand affinity to market with in store demos as this 100% Pinot Noir competes!

**vivino** **3.8**  1929 ratings

 Among top 5% of all wines in the world



# CHOP SHOP

## CABERNET SAUVIGNON



**\$9.91/bottle**  
**\$15.99 SRP**  
**38.02% GP**

### THE WINE

Chop Shop is a California Cabernet Sauvignon that's ready to be enjoyed any night of the week. A blend of Lodi and Clarksburg AVAs, this crowd-pleasing style results from picking perfectly ripe grapes and aging them in French and American oak, 30% of which is new, lending structure to the final wine. This is a bold, juicy Cabernet Sauvignon, and what's in the bottle is a friendly red with a fruit-forward personality that pairs well with your favorite comfort foods.

**APPELLATION:** CALIFORNIA (LODI, CLARKSBURG)

**SOIL:** SANDY, LOAM, GRAVEL

**ELEVATION:** 200-400 FT

**AGE OF VINES:** 10+ YEARS

**VARIETIES:** 100% CABERNET SAUVIGNON

**AGING:** 30% NEW, FRENCH AND AMERICAN OAK

## Winc



This wine has been rated **4.1** by 3536 customers

**More than 2MM glasses served in homes nationwide!**

**127,424 ratings, average rating 4.13**

## VIVINO

**3.9**  1764 ratings

 Good value for money. Similar wines usually cost 47% more. (2017 Vintage)

 Among top 5% of all wines in the world (N.V. Vintage)

# CHERRIES & RAINBOWS

## RED BLEND SAN SOUFRE



### THE WINE

Coming from Minervois, a natural, organic, and biodynamic GSM blend made with no sulphur. The result of extreme discipline in the vineyard and winery, it's a wine that's as expressive and unique as its winemaker Robert Eden who crafted it. Cherries & Rainbows reflects our winemaking philosophy, which emphasizes investment in high-quality raw materials and relies on minimal intervention winemaking tactics.

The grapes are farmed organically and biodynamically, grown at zero altitude overlooking the Mediterranean bay near Narbonne in Minervois. Harvested at phenolic ripeness and fermented with no added yeast, the grapes are aged in small concrete tanks. Each variety is vinified separately and then blended towards the end of the winemaking process. Over-extraction is carefully avoided to maintain the integrity of the wine. The ripeness and inherent nature of each grape comes through in the final product, with the Grenache showing dark, round fruit, the Syrah contributing spice and earth, and the Mourvèdre bringing structure and an herbal quality.

APPELLATION: VIN DE FRANCE

SOIL: SANDY, LOAM, GRAVEL

ELEVATION: 0 FT

FARMING: BIODYNAMIC & ORGANIC

VARIETIES: 50% GRENACHE, 30% SYRAH, 20% MOURVEDRE

AGING: CONCRETE

NOTABLE WINEMAKING: NO SULPHUR ADDED, NATURAL, VEGAN

\$14.93/bottle

\$21.99 SRP

32.10% GP

# LOST POET

## RED BLEND



### THE WINE

Winc is proud to partner with NYT Best-selling author and anonymous poet, Atticus, whose personal interest in wine has been expressed throughout his work. He worked directly with Winc Winemaker, Ryan Zotovich, to create a custom red blend inspired by the creative processes of writing and winemaking. This wine is a plush and succulent blend of 70% Cabernet Sauvignon, 20% Merlot, and 10% Syrah and features four rotating back labels: three different works of poetry and a blank label for your own expression. Each order will be a surprise selection. As Atticus said, "Wine is poetry and so is life. So drink on. And live on. And write yours richly."

APPELLATION: CALIFORNIA

VARIETIES: 70% CABERNET SAUVIGNON / 20% MERLOT / 10% SYRAH

FERMENTATION/AGING: 30% NEW FRENCH AND AMERICAN OAK

**Winc**



This wine has been rated 4.2 by 7,300 customers

**vivino**



*THANK YOU*

