

The wine industry has a \$63B problem — its buyers are in attrition and “millennials aren’t yet embracing wine consumption.”

— 2020 State of the Wine Industry Report, Silicon Valley Bank

Consumption of wine in the USA has dropped for the first time in 25 years.

The baby-boomer generation is in attrition and millennials are not adopting.

We have the solution — a modern portfolio that speaks to this new generation. It is branded, accessible, and better for you.

- Branded — Visually exciting, shareable, approachable
- Accessible — Portable, convenient, portion controlled
- Better for you — Meets health and wellness goals, additive free



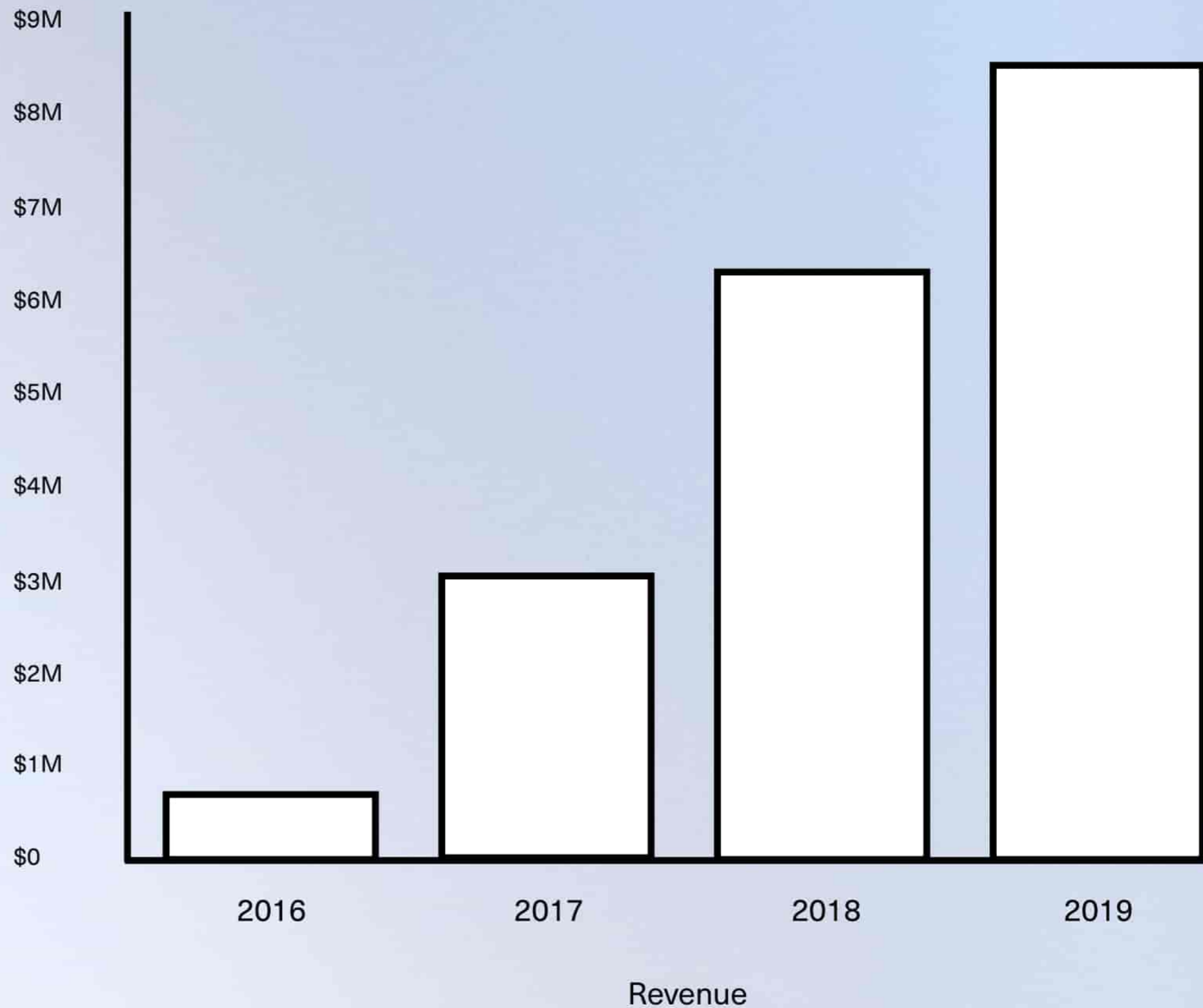
Growing at
an 84% CAGR
over the last
four years.

\$18M in sales.

1.3M bottles sold.

260k email subscribers.

4.7 average rating across 2,500 reviews.



VINEBOX is about tasting, discovery, and education.



VINEBOX allows members to try wines before committing to full-sized bottles, discover their favorites, and explore the world of wine through tasting. Curated from producers all over the world, VINEBOX has a reputation for quality over quantity.

\$6.3M 2019 revenues.

69% Gross margin / \$143 Average order value.

\$42 CPA / Profitable contribution on first order.

Usual elevates the everyday with clean, understandable wine.

Usual is about simplicity from scrutiny - a core collection of wines that are built from the ground up with no sugar, no additives, and no snobbery. Usual takes the quality of traditional wine and puts it in an iconic 6.3 oz glass bottle for a new generation of consumers.

\$2.2M 2019 revenues.

71% Gross margin / \$103 Average order value.

\$90 CPA / Second order payback.



USUAL

We have reversed the innovation curve in alcohol.

Traditional innovation in alcohol is broken. Incumbents review excess production and look for an opportunity to market it. We ask our customers what they want, and then go out and make it, ensuring anticipated demand.

A sparkling SKU was the #1 requested product for Usual in 2019.

Brut launched in Sept. and sold out in 24 days (selling 20,000 bottles).

Brut relaunched in Oct. and sold 20,000 bottles in 24 hours.



With a roadmap to drive revenue to \$13M in 2020, and \$25M in 2021.

Brick-and-mortar SF store opening in April 2020.

Sparkling rosé launching May 2020.

Canned product line launching July 2020.

