

# BRIK<sup>™</sup> wine<sup>co</sup>

BRIK: Build Your Great Moment.<sup>™</sup>

In America's Only 100% Recyclable Tetra Pak





# BRIK<sup>wine</sup>co

SRP: \$4.99



## The Results Are In for **BRIK!**\*

#1

Head-to-Head vs. Leading Brands  
Perceived Quality  
Intent to Buy  
Choice of Current Tetra Buyers  
1 rating for “Instagrammability”

### Our Consumer Study Reveals:

69% of Consumers have already tried and liked wine in Tetra or are interested to try it!

The #1 reason consumers have not purchased wine in Tetra Pak is they have not noticed them in store!

1 in 2 consumers consider lower environmental impact a compelling reason to buy BRIK:

All BRIK transport is 100% carbon neutral!



\* Quantitative Consumer Study, Oct 2020, Wine Opinions



# Why Tetra?

- The U.S. Tetra wine market is **7M cases annually**<sup>1</sup> – one of the “quietest” big categories in U.S.
- Top-selling Tetra wine brands are not in the top 500-selling wine bottle SKUs in the U.S. Indicating that **consumers are buying the Tetra packaging/convenience**, rather than the brand itself.
- Growing **700% faster** than 750ml category and 6.6x larger than canned wine category<sup>2</sup>
- **Only +/- 12 visible brands** in competitive set for Tetra market – while canned wines have over 1,200<sup>5</sup>
- Tetra sells successfully in A-Store Grocery<sup>3</sup> and C-Stores<sup>4</sup> – the entire spectrum. **Very few wine products can make this claim.**
- **BRIK Wine Co. Uses the World’s First 100% Recyclable Tetra** – Not yet in America, our Tetra is all plant-based (plastic cap is made of sugar cane!). Current Tetra Paks are not completely recyclable --which is antithetical to value system of the many outdoor-lifestyle consumers that purchase the product.

<sup>1</sup>Shanken Daily, August 2019

<sup>2</sup>Nielsen Homescan Omnibus Survey, May 2019

<sup>3</sup>Whole Foods, Safeway, QFC, Kroger all carry Tetra Pak wine brands in core sets

<sup>4</sup>Based on internal data made available by AB distributors in GA, OH

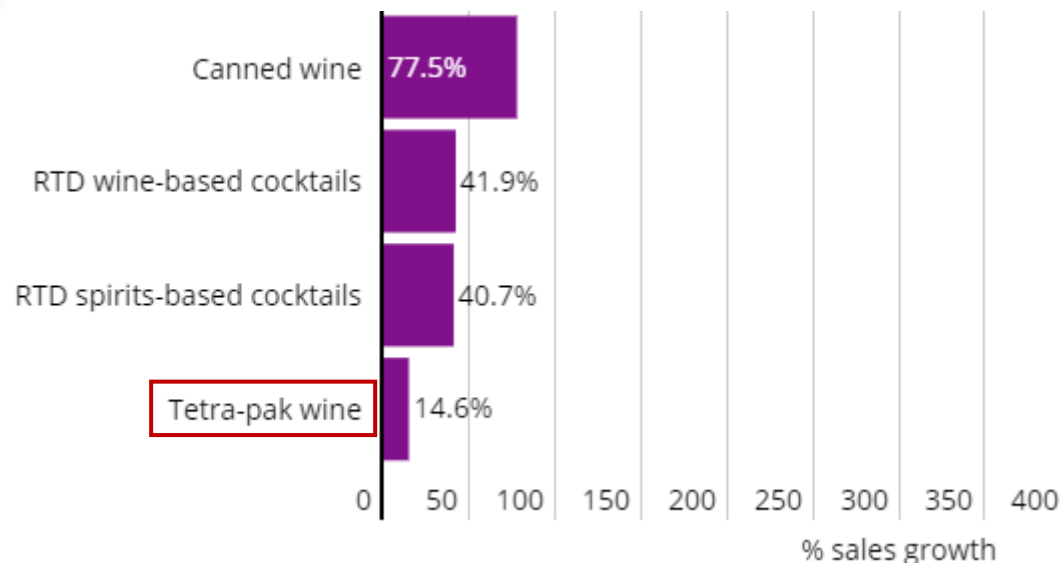
<sup>5</sup>WICResearch, July 2020



# The Trends

## HOT READY-TO-DRINK ALCOHOL CATEGORIES

% sales growth vs. year-ago<sup>1</sup>



Growth of alternatively packaged wines (cans) are outpacing RTD cocktails nearly 2-1, indicating a strong desire for portability and creating new wine consumption occasions.

Tetra Pak is growing at a rate over 700% faster than traditional wine (750ml bottles), which grew +1.1% in 2019<sup>2</sup>.

The 14.6% growth rate of Tetra Paks is off a much larger revenue base (+/- \$540M) than canned wines (\$69M)<sup>3</sup>.



<sup>1</sup>Nielsen Homescan Omnibus Survey, May 2019

<sup>2</sup>Liz Thatch MW, Feb 2020    <sup>3</sup>Wine Spectator, May 22, 2019

## Today's Wine Consumers Now Expect:

High quality product in all packaging styles (even Tetra)

- *BRIK Wine Co. over-delivers for the price*

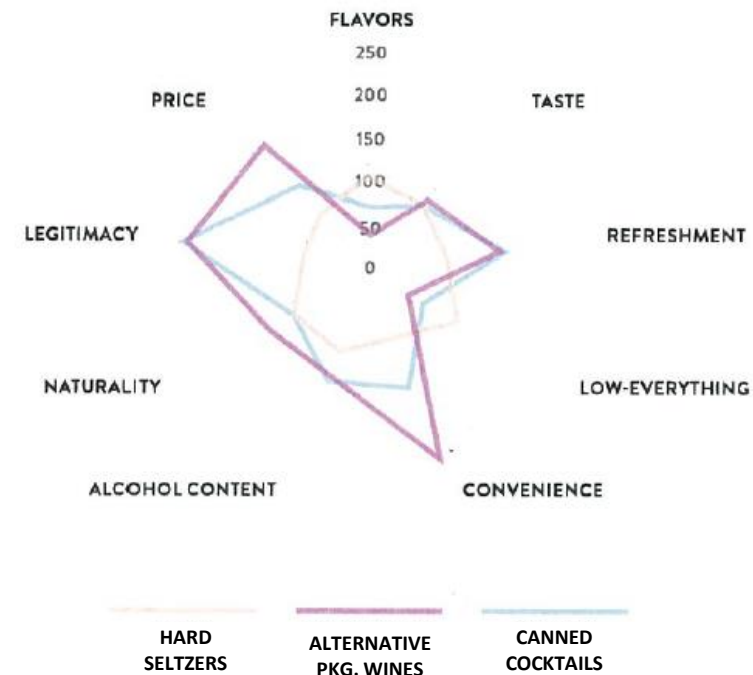
Product "Naturalness" (minimal human intrusion) at all price points

- *Our 100% Recyclable Tetra, sustainable farming serves this need*

"Know How" from the Winery – a legitimate source

- *Terre Gaie is a 3<sup>rd</sup> generation, award-winning winery*

## The Tetra & Canned Wine Consumer



Consumers of Alternative Packaging Wines particularly demand...

- Convenience
- Price (good value)
- Legitimacy (reputable winery)
- Naturalness

... Even more so than consumers of other canned alcoholic beverages





# Demographics

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- **Target:** Outdoor Adventurers, Portion-controllers, Portable Partiers
- **Values:** Convenience, Togetherness, Quality Matters, Spontaneity, Environment Matters
- **Demographic:** Cost-conscious; Social media consumers; Gender-neutral
- **Packaging:** Bold, fun, colorful, industrial design-inspired, “keep it simple”
- **Brik Name:** Short, memorable, a bit masculine. European name for ‘Tetra Pak’.

## OUR MANTRA

At BRIK Wine Co., we believe in building things: better moments, better lives, a better planet. We like to renovate, innovate, and make what's old new again: from re-thinking wine to how we treat the Earth. That's why we celebrate industrial design on the label, use earth-friendly packaging, and make terrific wines made with sustainable practices.



# BRIK<sup>®</sup> wine<sup>co</sup>

**SRP: \$4.99 (\$5.99 FL)**

**Size: 500ml**

**Case: 15 Units / Case (7.5L)**

**Winery:**



3<sup>rd</sup>-Generation, Award-Winning Father-Daughter Winemaking Team

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# BRIK

wine co

## About Terre Gaie Winery

- Second generation, family-owned
- 250 acres of sustainable vineyards
- Based in the hills of Colli Euganei, Veneto
- World-class winemaking facility
- Estate-grown, produced and bottled
- Partner of August Wine Group since 2004
- Produces Bocelli™ Prosecco

