

ICAN
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RECHILABLE
WINE ON THE GO



Plastic Seal
PREVENTS METALLIC TASTE

CRAFTED BY THE MERCER FAMILY IN WASHINGTON STATE

COLOR:
Golden Yellow Sunset

ALC: 13.9%
RS: Dry

TASTE:
Fresh Pear, Apple,
Caramel, Vanilla

UPC:



Chardonnay



COLOR:
Light Pink French Rose

ALC: 12.5%
RS: Dry

TASTE:
Strawberry, Lemonade,
White Tea, Cranberry

UPC:

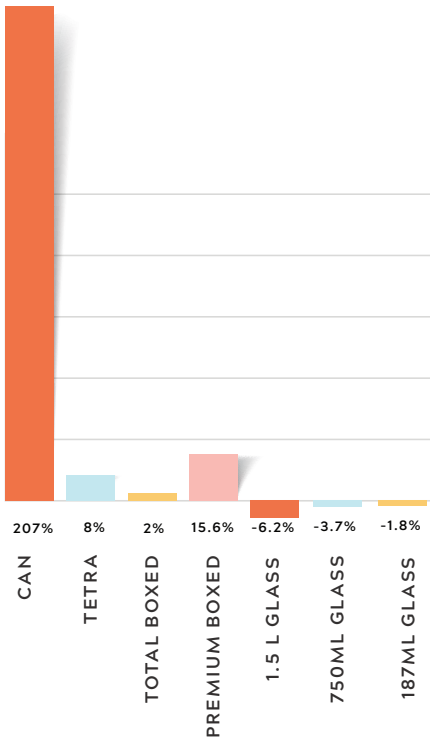


Rosé



75% OF ALUMINUM EVER USED IS STILL IN USE TODAY.

ALUMINUM CAN BE RECYCLED INDEFINITELY.



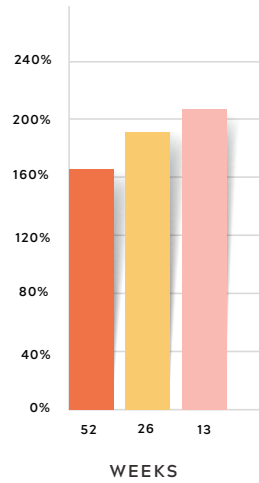
WINE PACKAGING

Alternative packaging out-pacing glass and capturing share year after year.

Glass packaging is flat.

Consumers are ready for something new in the wine category.

Ability to expand into venues where glass containers cannot.



DOLLAR GROWTH

Canned wine category growth continues to gain momentum.

SWEET SPOT: \$5.89-\$6.99

70.5% dollar growth at 52 weeks.

98% volume growth at 52 weeks.

375ml bottle size is driving the category.



About Time!

