

GRAHAM + FISK'S

WINE-IN-A-CAN

FOR FRIENDS, BY FRIENDS

WHO WE ARE

A CRAFT BRAND BUILT ON FRIENDSHIP



We're Graham & Fisk. We are childhood pals who met 25 years ago at summer camp on the shores of the Great Lakes. We've built this brand on that multi-decade friendship.

Established in 2015, we founded the first exclusive Wine-In-A-Can company. We believe wine should be easy, awesome and unpretentious and we are proud to deliver the best-tasting, highest-quality canned wine in the marketplace.



GRAHAM + FISK'S WINE

WE ARE THE ORIGINAL CANNED WINE COMPANY



UNIQUELY DIFFERENTIATED PRODUCTS IN AN EXPLOSIVE CATEGORY

8X WINE ENTHUSIAST BEST BUY AWARDS
RANKED 16 OF TOP 100 IN 2021



INTERNATIONAL RECOGNITION



ON-PREMISE TRACTION AND BEYOND



MEDIA BUZZ



HIGH ENERGY BRAND THAT CELEBRATES FRIENDSHIP + FUN



FOUNDED BY BEST FRIENDS THAT LOVE WINE

CONSUMER BEHAVIOR

96%

Perceive Graham + Fisk's to be the same or better quality as bottled wine, after drinking it

71%

Would order Graham + Fisk's at stadiums, arenas, sporting events, concerts, festivals etc.

88%

Drink canned wine at home

Consumers typically drink Graham + Fisk's at home and during outdoor activities like the beach, picnics, camping, hiking, skiing etc.

67%

Would order Graham + Fisk's in a restaurant, bar or other on-premise venue

88%



Find the Graham + Fisk's packaging very or extremely appealing

Consumers believe that Graham + Fisk's is an affordable unique, high quality wine.

85%

Are satisfied or very satisfied with the price they paid for Graham + Fisk's

Independent survey of Graham+Fisk's customers

THE CANNED WINE INDUSTRY

CANS ARE A GROWING CATEGORY.

- CATEGORY GROWTH OF 3800% SINCE 2017; +62% IN 2021
- EQUIVALENT OF 30M BOTTLES OF WINE SOLD AS CANS IN 2021

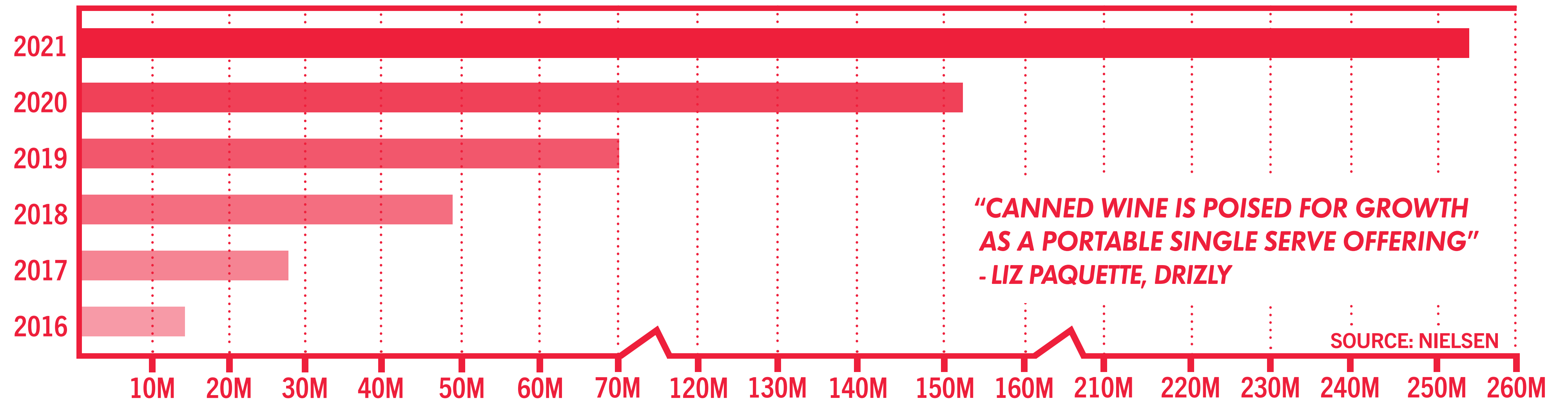
TARGET CONSUMERS LOVE CANS!

- MILLENNIALS ARE 50% MORE LIKELY TO BUY WINE IN A CAN; LDA GEN Z 2X AS LIKELY.
- THE CAN CONSUMER IS A WINE DRINKER SEEKING PORTABILITY.

CANS ARE GOOD FOR THE ENVIRONMENT:

- HAVE THE HIGHEST RATE OF RECYCLING
- APPEAL TO YOUNGER CONSUMERS EXPECTING COMPANIES TO HAVE SUSTAINABLE SOLUTIONS

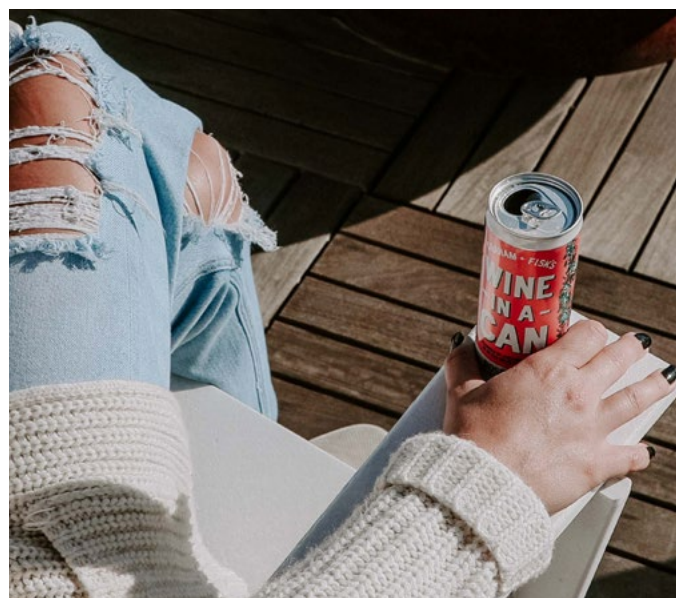
NATIONAL CANNED WINE SALES DATA



KEY SELLING POINTS

- High Quality, Award-Winning, California Wines
- RNDC TX Wholesale Price \$2.50/Can
- High energy, authentic brand with strong consumer engagement

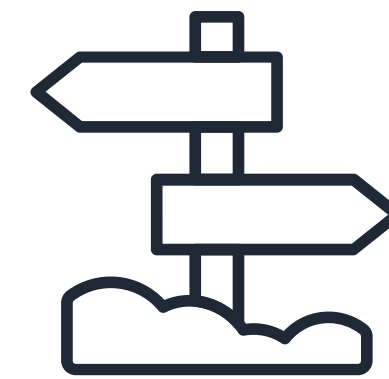
- Perfect for Grab-N-Go, Pools, Mini-Bars, Rooftop Bars, Gourmet Grocery, Fast Casual, Breweries, Pizza Places, Burger Joints and Anywhere Fun!



WINE-IN-A-CAN BENEFITS



THE PERFECT SIZE
1/3 OF A BOTTLE



CONVIENENT & PORTABLE
ANYWHERE, ANYTIME



BETTER FOR EARTH
50% SMALLER CARBON
FOOTPRINT

OUR WINE



ROSÉ WINE WITH BUBBLES

CALIFORNIA WINE
BLEND: ZINFANDEL, UNOAKED CHARDONNAY
NOTES: STRAWBERRY - SWEET - CRISP
WINE ENTHUSIAST BEST BUY WINNER



RED WINE

CALIFORNIA WINE
BLEND: MERLOT, ZINFANDEL
NOTES: POMEGRANATE - JAMMY - ROUND FINISH
WINE ENTHUSIAST BEST BUY WINNER



MOSCATO WITH BUBBLES

CALIFORNIA WINE
VARIETAL: MOSCATO
NOTES: PEACH - VIBRANT - CLEAN FINISH



WHITE WINE WITH BUBBLES

CALIFORNIA WINE
BLEND: UNOAKED CHARDONNAY, VIOGNIER
NOTES: MELON - WELL BALANCED - BRIGHT
WINE ENTHUSIAST BEST BUY WINNER



WHITE WINE

CALIFORNIA WINE
BLEND: UNOAKED CHARDONNAY, VIOGNIER
NOTES: WHITE PEACH - VANILLA - SMOOTH
WINE ENTHUSIAST BEST BUY WINNER



SUCCESS STORIES

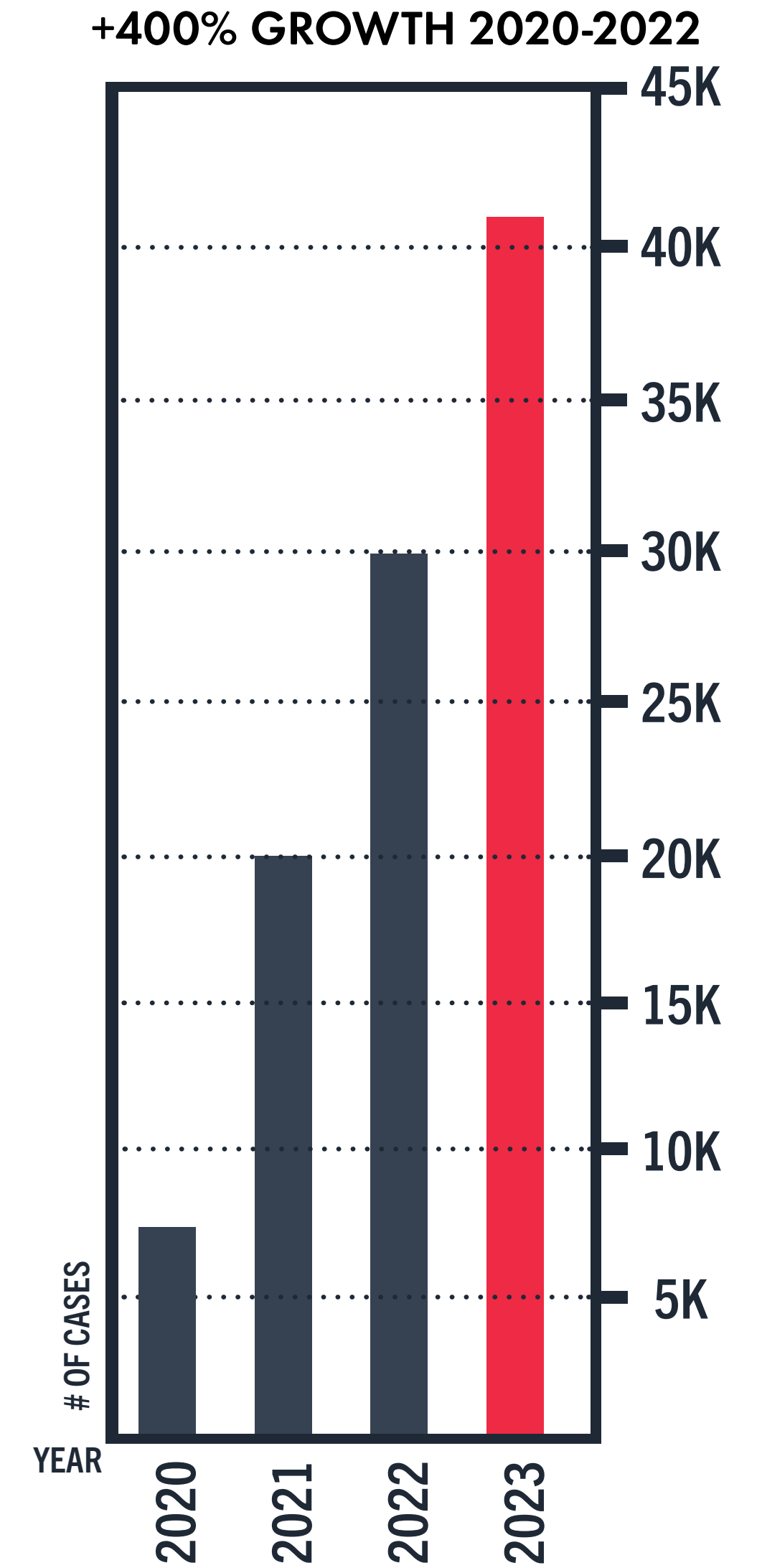
CONCESSION PARTNERS HIGHLIGHTS



DAVE & BUSTER'S HIGHLIGHTS



6.0
MONTHLY PER STORE
CASE VOLUME



INCENTIVE & ACTIVATION

NEW PLACEMENT PROGRAM



JULY - AUGUST 2023

\$X PER NEW PLACEMENT
+\$X FOR EVERY REORDERED
CASE DURING
PROGRAM PERIOD

90 DAYS UNSOLD,
24 CANS (1 CASE)



FRIDGES



MIXOLOGY



POOLSIDE KITS



MEET THE MAKERS



FROSÉ



TABLE TENTS & MENU BOARDS

THANK
YOU

