

Behind The Wine

Jesse and Jon Bon Jovi shared a vision to disrupt the wine category with a wine brand that is unlike the others. The two, along with Ali Thomas, created the full concept of the brand and brought on famed French winemaker, Gerard Bertrand. This team of rockstars made a rosé that perfectly blends the best French wine and the Hamptons laidback style - Hampton Water.

Why Hampton Water?

- 44% Volume Growth
- 5x \$ Vol growth of \$16+ Rosé Category in Nielsen
- #5 Rosé in the \$16 - \$25 price tier (Nielsen 11.5.22)

Awards 10+

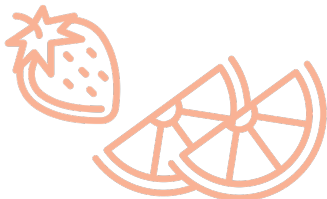
Top 100 from Wine Enthusiast

4 Years 90+ points from Wine Spectator



Taste

Fresh, lively, with soft notes of strawberry and citrus, and a beautiful long finish



The Grapes



Grenache
60%

Cinsault
15%

Mourvedre
15%

Syrah
10%

Aged in new French oak

The Facts

110

Calories/5oz Serving

1g

Sugar/5oz Serving

Driving Sales Through Digital Marketing

- #1 most followed rosé on social media with 500,000+ followers & 750+ MILLION social media impressions to-date
- Over 3+ BILLION media impressions reaching consumers nationwide!

