

BONTERRA CORE



CATEGORY INSIGHT

- \$1 Billion Category – Organic Wine Forecasted to grow +350bps by 2024. ¹
- The organic shopper has a **higher** basket spend (\$42.29) and makes +5% **more trips** than the average shopper. ²
- The Bonterra shopper makes over **3.2X more trips** than the average wine shopper. ²
- Both Bonterra and Organic shoppers are more concerned with environment.

REASONS TO BELIEVE

- America's #1 Organic Winery, delivering Super Premium category growth \$
- Second fastest growing Super Premium Brand in the US, among its competitive set, tied with Josh Cellars to drive the total category \$10-\$15 *
- Purpose-Led brand with Intention and Integrity
- Taste and Quality: Consistently recognized with 90+ points
- Climate Neutral Certified *



CONSUMER AWARENESS LEVERS

- **CONNECTED TV:** High-reach media channels to maximize awareness of Bonterra (YouTube, ABC, Fox, CNN, Food Network) with new paid Ad!
- **PAID SOCIAL CAMPAIGN:** Pinterest, Instagram, Facebook tagging "Available at Walmart"
- **OUT – OF – HOME:** All EV Charging Stations in Key Markets!

