

NOMADICA



NOMADICA

THE ORIGIN STORY

Why I put great wine in a can.

As a sommelier working at some of the country's best restaurants, I've seen firsthand how overwhelming it is to choose a wine. A few years ago, I set out to remove the barrier to buying wine and offer young consumers a consistently excellent, deeply engaging sipping experience. I teamed up with award winning vintners who source exclusively from sustainably farmed vineyards across California.

Nomadica is a modern wine brand that takes the dauntingly complex world of premium wine and offers a more environmentally conscious vessel to consume out of. We want sustainability to be full circle from vineyards to packaging.

We're positioned to be the wine brand for this emerging generation — allowing young consumers to access a socially validated, affordable luxury item that is truly unique to the industry.

Kristin D.

KRISTIN OLSZEWSKI
FOUNDER + CEO, NOMADICA

NOMADICA

BETTER FOR YOU

Nomadica Portfolio of Wines

Great wine in sustainable packaging.



Naturally Low Sugar



Expertly Selected



Free From Added Chemicals



Responsibly Sourced

250mL CANNED WINE



White

Rosé

Red

Sparkling White

Sparkling Rosé

3L BOXED WINE (Launching Sept 2023)



White

Rosé

Red

BETTER FOR THE PLANET

NOVADICA

Significantly more sustainable.

This isn't greenwashing, this is the wine made with the future in mind.



Glass Bottle
750mL

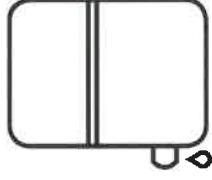
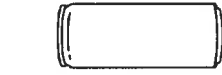
675g

CO₂e/l

Aluminum Can
250mL

190g

CO₂e/l



Boxed Wine
3L

70g

CO₂e/l

Grams of
carbon created
per liter of wine



+
We work with earth-
friendly farmers.



All of our grapes are farmed
without synthetic pesticides
or synthetic fertilizers

89% lower carbon footprint
than wine in glass bottles

71% lower carbon footprint
than wine in glass bottles

BUILDING OUR AUDIENCE FOR THE NEXT 50 YEARS TODAY

Who is buying Nomadica?

Our core consumer is...

Female

25-45 years old

Earns \$80k+

**Drinks 3X
per week**

at a luxury price point.



We reach her by...



**Featuring Artists
She Loves**



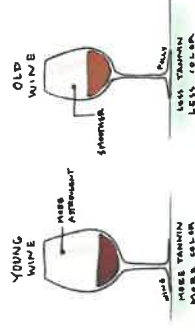
QR code to
Spotify Playlist



**Creating
Experiences**



**Building a Personal
Connection with our
Founder**



**Providing
Education**

THE CUSTOMER JOURNEY

Building a connection at every touch point.



	TRADITIONAL	DIGITAL/ECOMM
Brand/ Digital	<ul style="list-style-type: none"> 360 Marketing campaigns Cultural Events Social Media (Organic)* Influencers PR Print Media OOH Trade Shows 	<ul style="list-style-type: none"> SEO/PPC Paid Social Organic Social Website/Blog Display Ads Influencer / Celebrity OTT & OOH Experiential
Digital/ Shopper Marketing	<ul style="list-style-type: none"> Targeted Direct Mailer Retail Circular (Print/Digital) Retailer Shopper Marketing Programs 	<ul style="list-style-type: none"> SEO/PPC PR Influencer // Whitelisting PDP, Content Syndication Paid Social DTC Loyalty Program Targeted Mailers
	<ul style="list-style-type: none"> Cross-Merch Partnerships Education via collateral/brochures Sweepstakes/Giveaways Store Contests to drive employee engagement In Store Displays 	<ul style="list-style-type: none"> SEO/PPC Retargeting Email + SMS Sponsored Ads Product Reviews Store Locator Virtual Demos Shopping Ads
	<ul style="list-style-type: none"> Trade Promotions/Discounts Shopping Reward App In-Store Demos Printed Manufacturer Coupon Celebrity/Influencer Visits Events 	<ul style="list-style-type: none"> SEO/PPC Paid Social Digital Coupons Abandon Cart/Add-On Programs Sponsored Listings
Trade Marketing	<ul style="list-style-type: none"> POS signage at shelf Displays/Shoppers Fridges/Cold Equipment Retailer Loyalty Programs Next Buy Offers Shopping Reward Apps 	<ul style="list-style-type: none"> SEO/PPC Paid Social DR/Performance Marketing Sponsored Listings
	Purchase	

OCTOBER — DECEMBER 2023

Mindful Entertaining

Every year consumers are looking for new ways to entertain and celebrate sustainably – Nomadica is the wine option. Serving Nomadica at your holiday gathering reduces the carbon footprint without sacrificing quality and great taste

Cross-channel campaign elements

- Activations with Target focused influencers
- Activations with sustainability and environmental influencers (ex. Steph Shep)
- Lake Bell directed creative campaign featuring Christina Ricci, Grace Lee or Kathryn Hahn focused on premium wine x sustainability

In-Store Activations

- Position Nomadica on Celebration/Holiday themed endcap
- MIR/IRC \$5 off 2 boxes where applicable
- Demos in key markets

Featured Wines

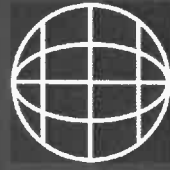
- Fear Not Red, Geometric Sparkling White, Body Study Sparkling Rose



NOMADICA

BY THE NUMBERS

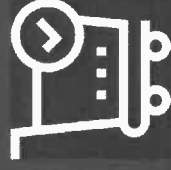
A digital-first strategy.



240,000 +
Website Sessions
(TTM)



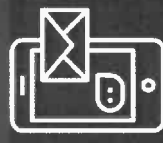
10,500,000+
Impressions in 2022
(Paid & Organic)



200,000+
Online Orders
(DTC)



27K +
Social Followers



22,000 +
Email & SMS



500+
Community Of Ambassadors

COMMUNITY-LED BRAND STRATEGY

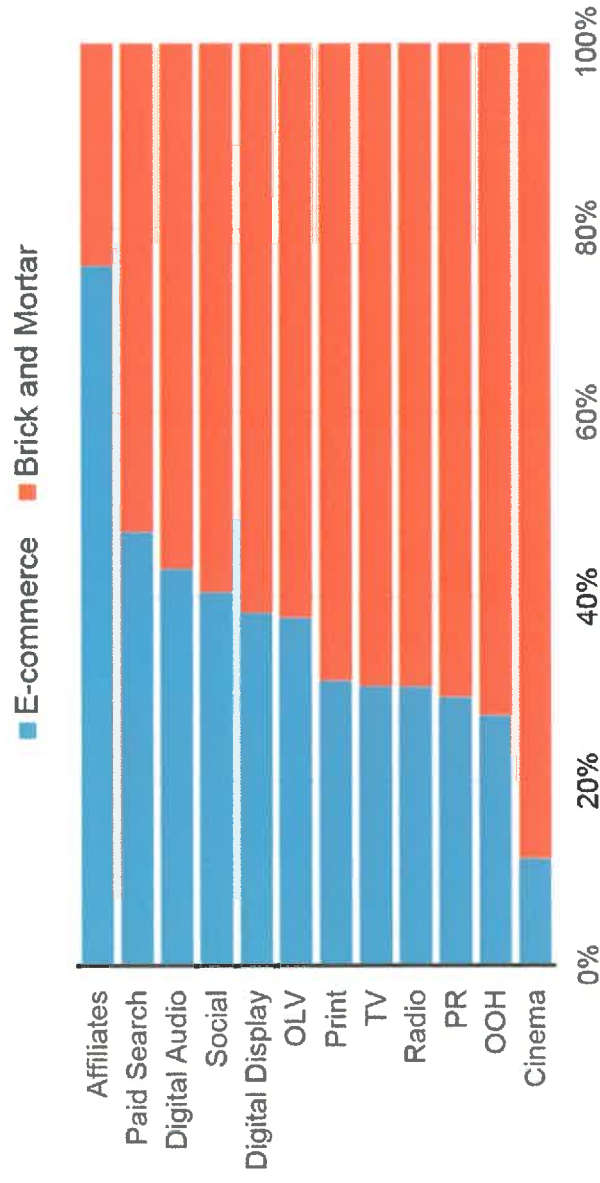
Friends in all the right places.

A supportive ecosystem of female-founded brands, an incredible community on social, and organic brand endorsements popping up everywhere. Now we just need to answer the question: **"Can we find you at Target?"**



Why should I care?

Average Sales Impact by Marketing Channel



For all of our digital tactics or campaign focuses, retail will always see an outsized impact from any of the campaigns we are running in 2023.

THE SECRET SAUCE

Why Nomadica will be the brand to modernize wine.

