

YES WAY ROSÉ

1 Yes Way Outpacing the Category

Yes Way Rosé is far outpacing the all wine, rosé wine, and French rosé categories in both dollar and unit trends! While other categories are shrinking, there is retailer and consumer demand for French origin rosés, specifically Yes Way.

2 #4 French Rosé in the U.S.

In addition, Yes Way Rosé is the #5 Overall Rosé and #2 Super-Premium Rosé; achieving 20% growth in 2024. Strong brand recognition, approachability and high-quality liquid has garnered consumer loyalty and engagement.

3 Female-Founded & Owned

Yes Way Rosé started when founders Erica + Nikki came to the realization that rosé isn't just a wine, it's a way of life. They completely changed their professional trajectories and set out to fulfill a mission of creating an iconic, modern rosé brand designed to elevate your life. Their passion for YWR and connection to consumers remains as strong today as it did when they began.

**WOMEN
OWNED** YES WAY ROSÉ



1. Time is 52 Weeks Ending July 2024. Geography is Total US Multi-Outlet, Sum of Total Liquor Stores.