

# MINX: FLAVOR WITH ATTITUDE

## MINX

*Bring down the house.*

VS.

## High-ABV Wine Competitors

Made with high quality wine from the best growing regionals in the USA (Concord & Moscato)

Proudly made in the USA

Bold, natural flavors

No artificial flavors –  
Only high-quality ingredients

Breakthrough shelf appeal with vertical text, matte black labels, and foil details

Innovative, layered flavor profiles

Using inferior wines and ingredients

Imported from Moldova

Overly sweet and artificial

Syrupy taste with artificial flavors

Creating a sea of sameness at the shelf

One-dimensional, predictable flavors

