



Story Point

Detail

The Top Brand Bringing New Friends to Wine

Barefoot has always had the mindset that wine should be fun. Removing any potential stuffiness or barriers to trying wine, Barefoot welcomes more new consumers to the category than any other brand through great-tasting products, exciting marketing, and a wide assortment.¹

The Most Diverse Portfolio

The Barefoot family has a type, size, and format for all occasions at a great value. From Barefoot Cellars varietals offered in 3L box, 1.5L, 750mL, 500mL tetra packs, and 187mLs to our sparkling seven Bubbliies, Spritzer Cans, and new Hard Seltzers, it's a portfolio perfect for all consumers.

The Most Awarded Wine Brand

Crafted by the most awarded winemaker Jen Wall, Barefoot wines have earned more awards and accolades from critics domestically than any other winery.

Category Leadership and Transcending Wine

Barefoot is the world's largest - or as we say, the most loved - winery. In addition to leading the wine category, Barefoot transcends the alcohol beverage space as a top CPG brand, with an incredibly loyal and growing fanbase. In fact, there are half of a million buyers that only drink Barefoot.²

Driving Consumers into Stores through Innovative Marketing

Barefoot is the #1 traffic-driving brand in the entire wine industry. Barefoot drives awareness through major celebrity partnerships, cause marketing, and at events through their dedicated experiential team.³



¹ © IRI National Consumer Panel. Total All US Outlets. Latest 52 Weeks Ending 11.1.2020. Total Barefoot Family. Total Buyers. Total Repeat Buyers. Total Buyers filtered by New to Wine

² Wine Business Monthly - June 2020 digital edition, by volume





BAREFOOT.

BAREFOOT FRUITSCATO IS POISED FOR SWEET SUCCESS THIS YEAR!

CATEGORY LEADER

Barefoot is the driving force behind **sweet wine growth**¹

WELCOMING NEW CONSUMERS

Barefoot is the leader in welcoming new friends to wine²; **1 in 4 Fruitscato consumers are NEW to the wine category**³

MOSCATO + FRUITSCATO = WINNING COMBO

Accounts that carry Barefoot Moscato AND Fruitscato sell on average **12% more** Moscato⁴

INTRODUCING OUR NEW FRUITSCATO



PRODUCT INFORMATION

In-Market Timing:

- **Blueberry & Mango: Available now!**
- Pineapple: Aug 2021

Formats: 750mL & 1.5L

Price: Line-priced with Barefoot 750mLs & 1.5Ls

BILINGUAL PACKAGING: MANGO & PINEAPPLE WILL HAVE SPANISH ON FRONT & BACK LABELS



BAREFOOT MANGO FRUITSCATO.

This deliciously sweet blend is made with white wine and natural flavors and bursts with aromas of juicy, ripe mangoes. BAREFOOT MANGO FRUITSCATO makes every day a little sweeter!

Esta deliciosa y dulce mezcla fue hecha con vino blanco y sabores naturales que abren con aromas de mangos maduros y jugosos. Haz tu día un poco más dulce con BAREFOOT MANGO FRUITSCATO.

1. IRI, Total US - Fruit - 152 Weeks Ending 02-07-21 / IRI Panel, All Outlets, Target Group 3 New Wine Buyers by SKU, 152 Weeks Ending 02-24-21

2. IRI, Total US - MULO + Conv + Sum of Lig, Moscato Volume Sales, 152 Weeks Ending 02-07-21 / IRI Panel, All Outlets, Target Group 3 New Wine Buyers by SKU, 152 Weeks Ending 02-24-21

3. IRI, Total US - MULO + Conv + Sum of Lig, Dollar Sales, Barefoot Moscato (White/Pink/Red), Barefoot Fruitscato, Latest 16 Weeks Ending 7-12-2020



BAREFOOT.