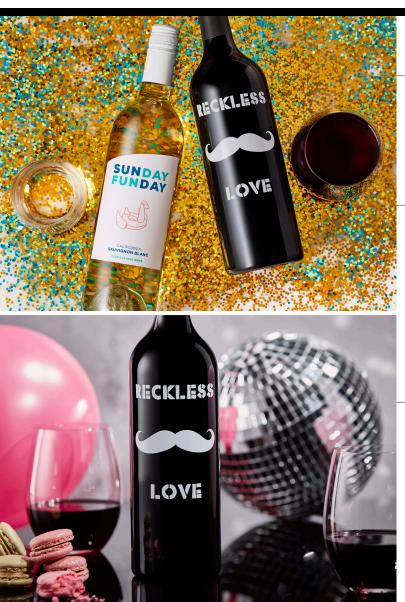


RECKLESS LOVE WINES





BRAND OVERVIEW

Reckless Love Wines represents the notion of not taking yourself too seriously. There is a fine balance between righteous wine and a good time and we found it here.

KEY SELLING POINTS

- Untamed and humorous
- Distinctive labels that are entertaining and memorable
- Red Blends are the 4th highest grossing varietal in dollar volume in the category and continue to grow
- Sparkling Rosé and Sauvignon Blanc are outpacing the category, growing at +15.5% and +5.8% respectively

WINE STYLE

Bold and spirited

		PRODUCT/VARIETAL						
RECKLESS SUNDAY LOVE FUNDAY		Red Blend	Sauvignon Blanc	Sparkling Rosé				
BRAND STANDARDS	APPELLATION	California	California	Italy				
	KEY COMPETITORS	1000 Stories, Troublemaker	Seaglass, Pomelo	Cupcake, Ménage à Trois				
PRICING STANDARDS	FRONTLINE/ SRP	\$14.99	\$10.99	\$11.99				

TARGET CHANNEL GUIDELINES	Premium Grocery	Mainstream Grocery	Value / Mass Club / Drug	Liquor	C-Store	Fine Dining	Upscale Casual	Family Casual	Hospitality
GOIDELINES	Х	Х		Х			Х	Х	