

GRAHAM + FISK'S

WINE-IN-A-CAN

FISK@GRAHAMANDFISK.COM

OVERVIEW

WE ARE THE ORIGINAL CANNED WINE COMPANY



UNIQUELY DIFFERENTIATED PRODUCTS IN AN EXPLOSIVE CATEGORY

WINE ENTHUSIAST

★ BEST BUY ★

AWARD-WINNER

RANKED 16 OF TOP 100
★ 2021 ★

NATIONAL AWARD RECOGNITION



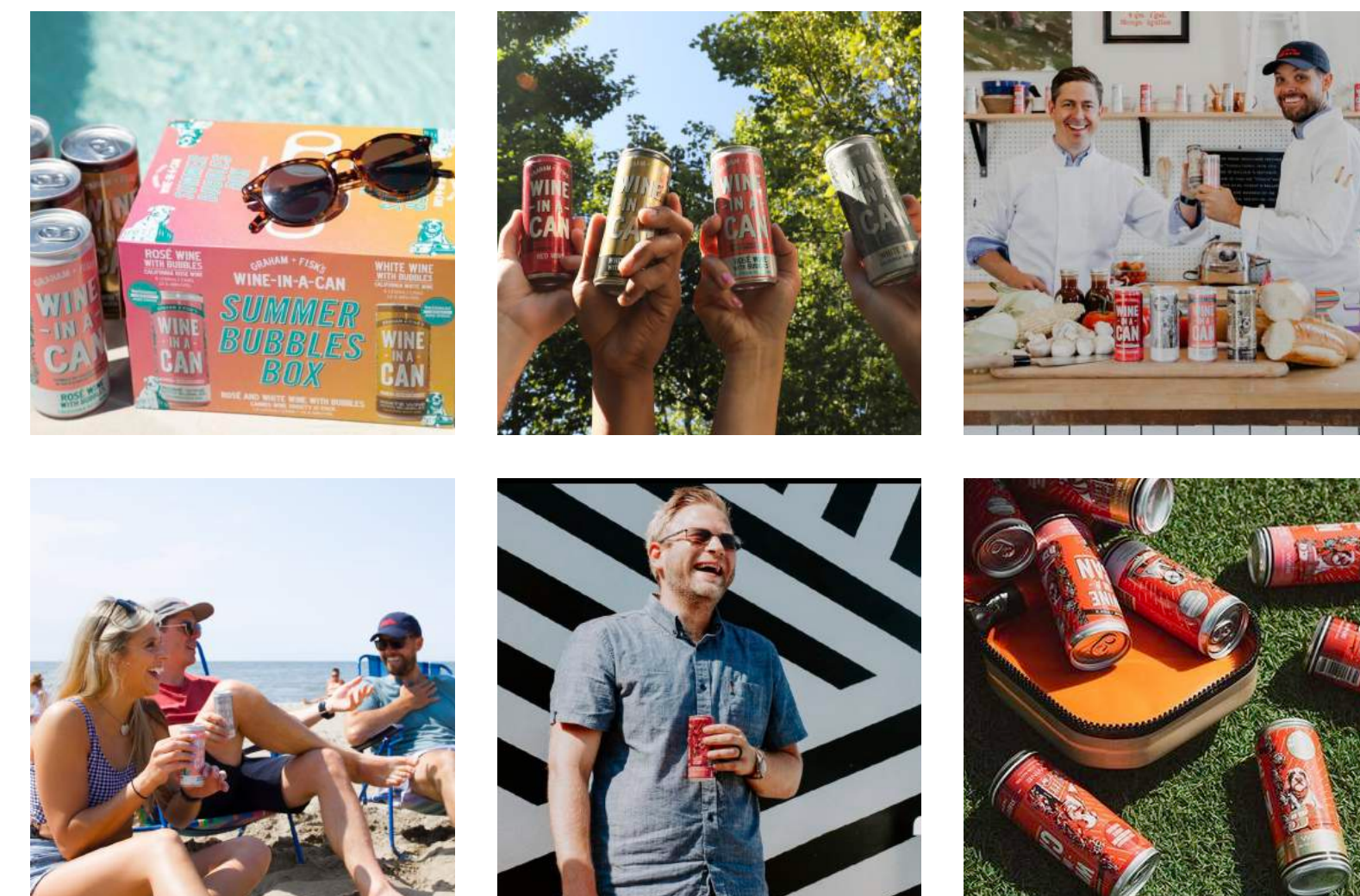
TRACTION IN ALL CHANNELS



DEMONSTRATED BRAND BUZZ

WE WILL GROW YOUR WINE SALES!

- PERFECT WINE FOR PORTABLE CONSUMER OCCASIONS
- ELEVATES THE IN-ARENA WINE EXPERIENCE
- NO TRAINING!
- EASY OPS EXECUTION
- NO WASTE



STRONG CONSUMER PROPOSITION WITH CLEVER BRANDING THAT RESONATES

WHO WE ARE

A CRAFT BRAND BUILT ON FRIENDSHIP



We're Graham & Fisk. We are childhood pals who met 25 years ago at summer camp on the shores of the Great Lakes. We've built this brand on that multi-decade friendship.

Established in 2015, we founded the first exclusive Wine-In-A-Can company. We believe wine should be easy, awesome and unpretentious and we are proud to deliver the best-tasting, highest-quality canned wine in the marketplace.



THE OPPORTUNITY

CANNED WINE MEETS PORTABILITY NEEDS

CANS ARE A GROWING CATEGORY.

- CATEGORY GROWTH OF 3800% SINCE 2017; +62% IN 2021
- EQUIVALENT OF 30M BOTTLES OF WINE SOLD AS CANS IN 2021

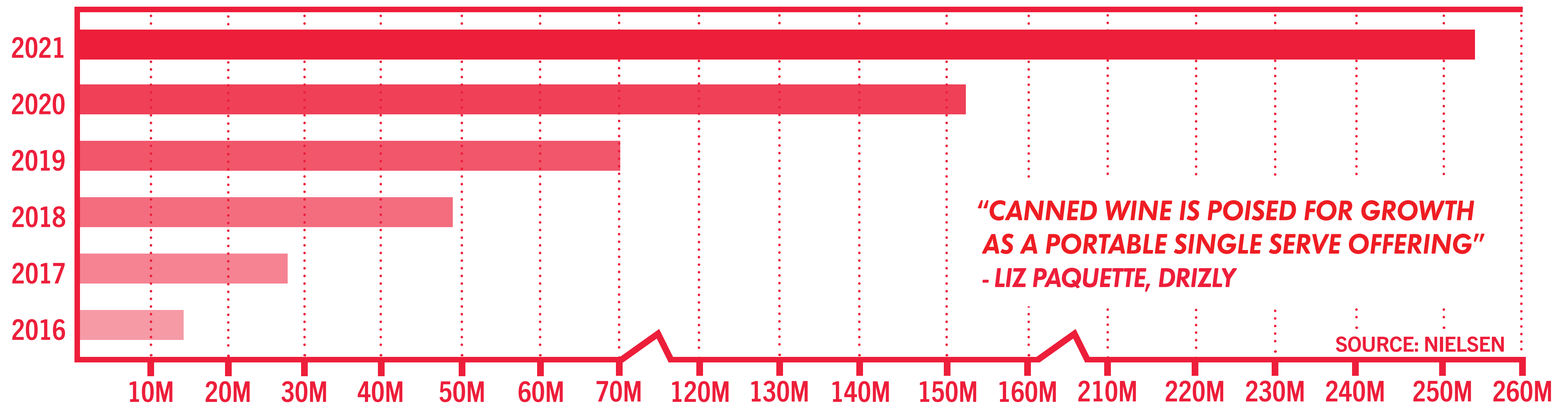
TARGET CONSUMERS LOVE CANS!

- MILLENNIALS ARE 50% MORE LIKELY TO BUY WINE IN A CAN
- LEGAL DRINKING AGE GEN Z 2X AS LIKELY TO BUY WINE IN A CAN

CANS ARE GOOD FOR THE ENVIRONMENT:

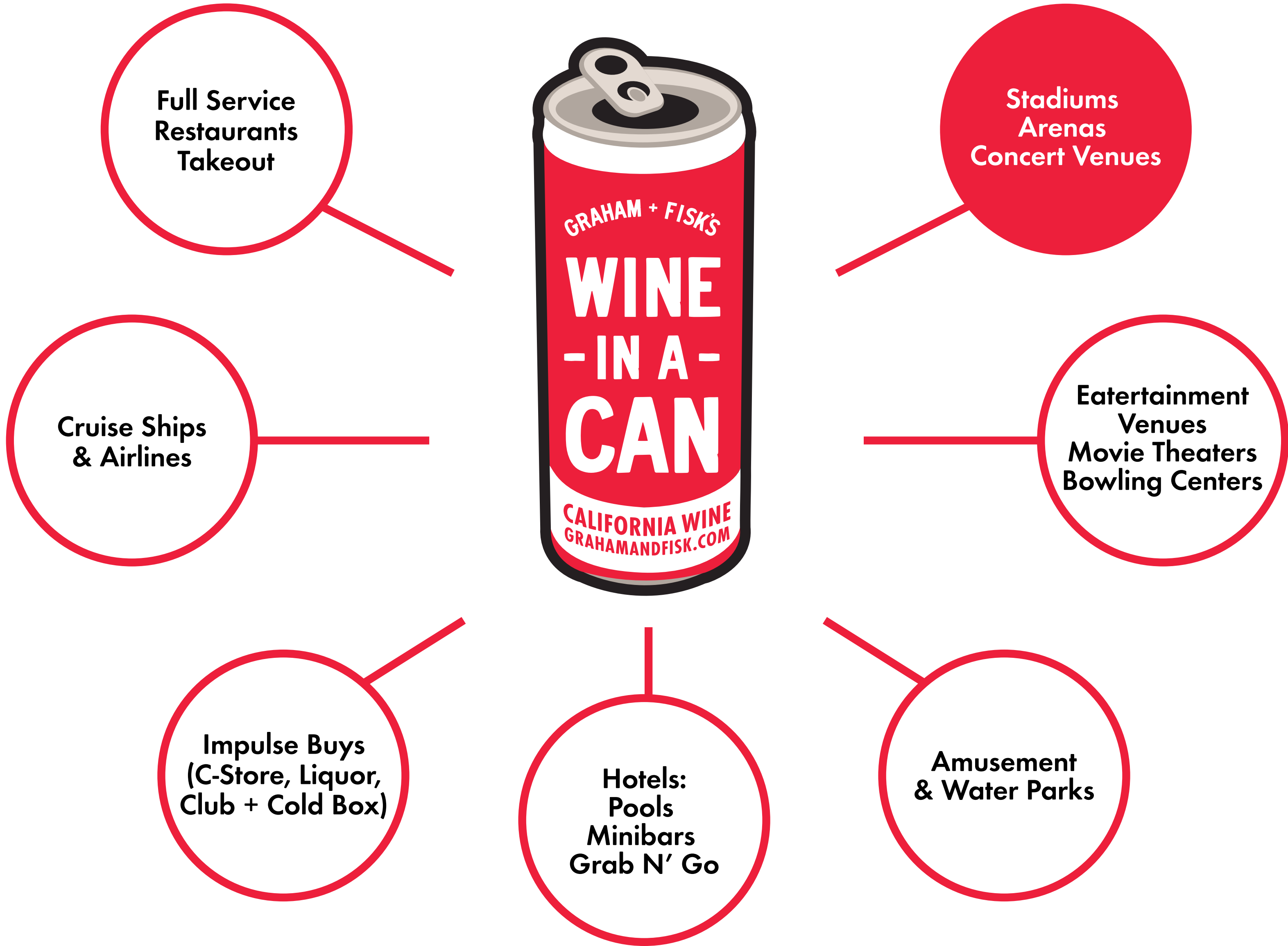
- HAVE THE HIGHEST RATE OF RECYCLING
- APPEAL TO YOUNGER CONSUMERS EXPECTING COMPANIES TO HAVE SUSTAINABLE SOLUTIONS

NATIONAL CANNED WINE SALES DATA



PORTABLE WINE OCCASIONS ARE A 10M CASE OPPORTUNITY

OUR BELIEF



OUR WINE

GRAHAM + FISK'S WINE-IN-A-CAN

250ML SIZE

- NATIONAL AVG WHOLESALE PRICE: \$2.70/CAN
- FLAVORS: RED, WHITE, WHITE WITH BUBBLES, ROSÉ WITH BUBBLES, MOSCATO WITH BUBBLES
- VERSATILE PACKAGING IS PERFECT FOR THE SOCIAL WINE OCCASION
- PORTABLE CHANNEL FOCUS:
 - STADIUMS, GRAB & GO, ARENAS, GOLF COURSES, ETC.



LAUNCHING
JAN '23

NEW
IN 2023!

OUR CANS

DESIGN WITH A STORY

W.E. BEST BUY AWARD
HIGHLIGHTED ON EACH OF OUR CANS IS OUR BEST BUY ACCOLADES FROM WINE ENTHUSIAST.

GRACEY THE DOG
ADORNED ON ALL OF OUR CANS, IS FOUNDER GRAHAM'S LATE BELOVED BEST PAL, GRACEY. (NAMED AFTER ELVIS' GRACELAND!)

OHIO CITY FIREHOUSE
PLACED ON ALL OF OUR CANS IS OUR HEADQUARTERS, THE HISTORIC 1854 OHIO CITY FIREHOUSE.



GRAHAM + FISK'S
SIMPLE OVERT BRANDING THAT LINKS TO THE AUTHENTIC STORY OF TWO SMALL BUSINESS OWNERS.

CROSBY THE DOG
FEATURED ON OUR CANS IS CROSBY, WHOSE OWNER FISK, BRINGS HIM TO WORK EACH DAY AT THE FIREHOUSE.

1969 CORVAIR ULTRAVAN
GRAHAM+FISK CAMPED OUT OF THIS WHEN THEY LAUNCHED THE FIRST CANNED WINE COMPANY. ONE OF 373 ULTRAVANS EVER MADE, AND ONE OF 50 STILL ON THE ROAD!

DEMOGRAPHICS

OUR AUDIENCE

AGE RANGE:

SINGLE ADULTS TO YOUNG FAMILIES (AGES 26-50)

GENDER:

60% WOMEN, 40% MEN

EDUCATION:

HIGH SCHOOL DIPLOMA +

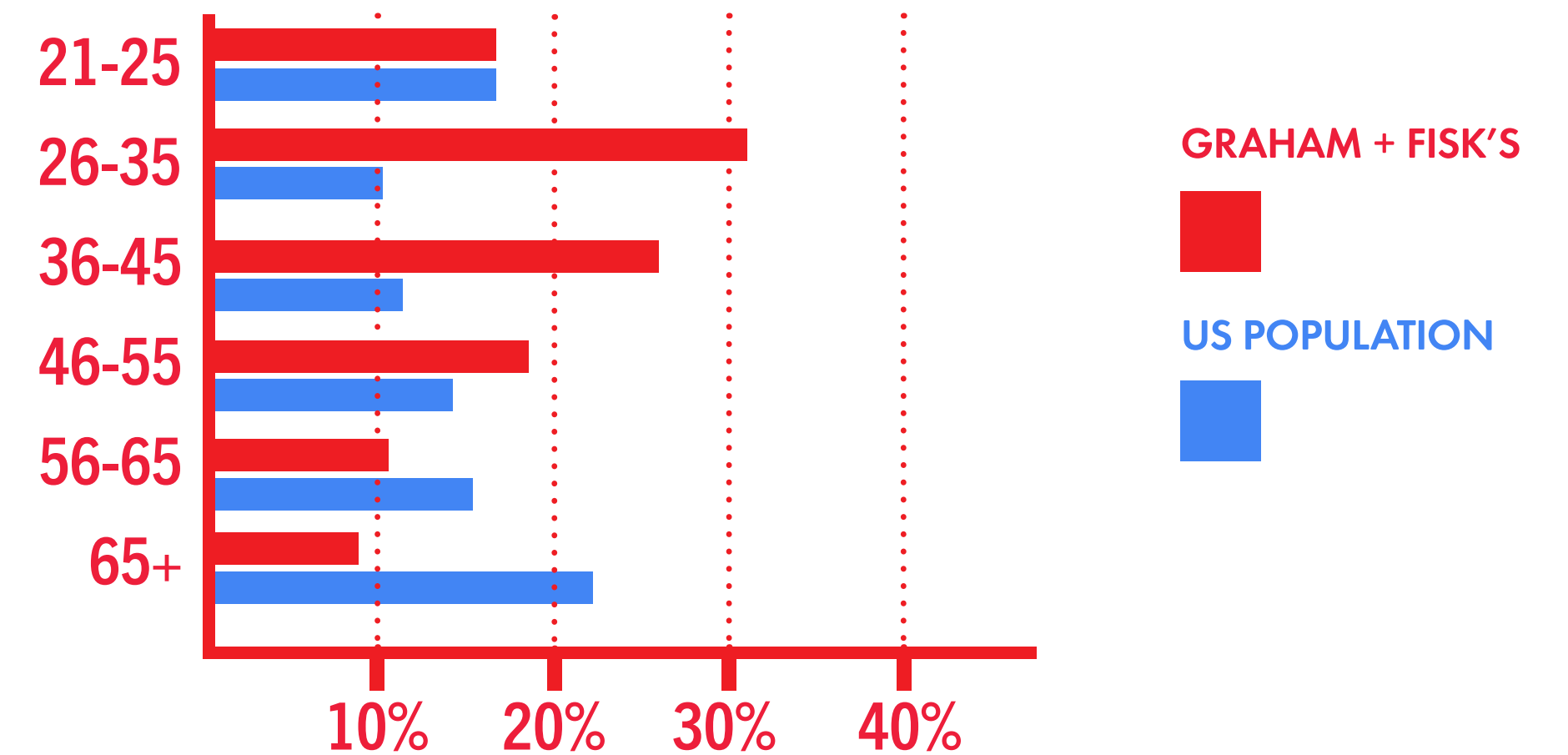
LIFESTYLE:

FUN AND DYNAMIC

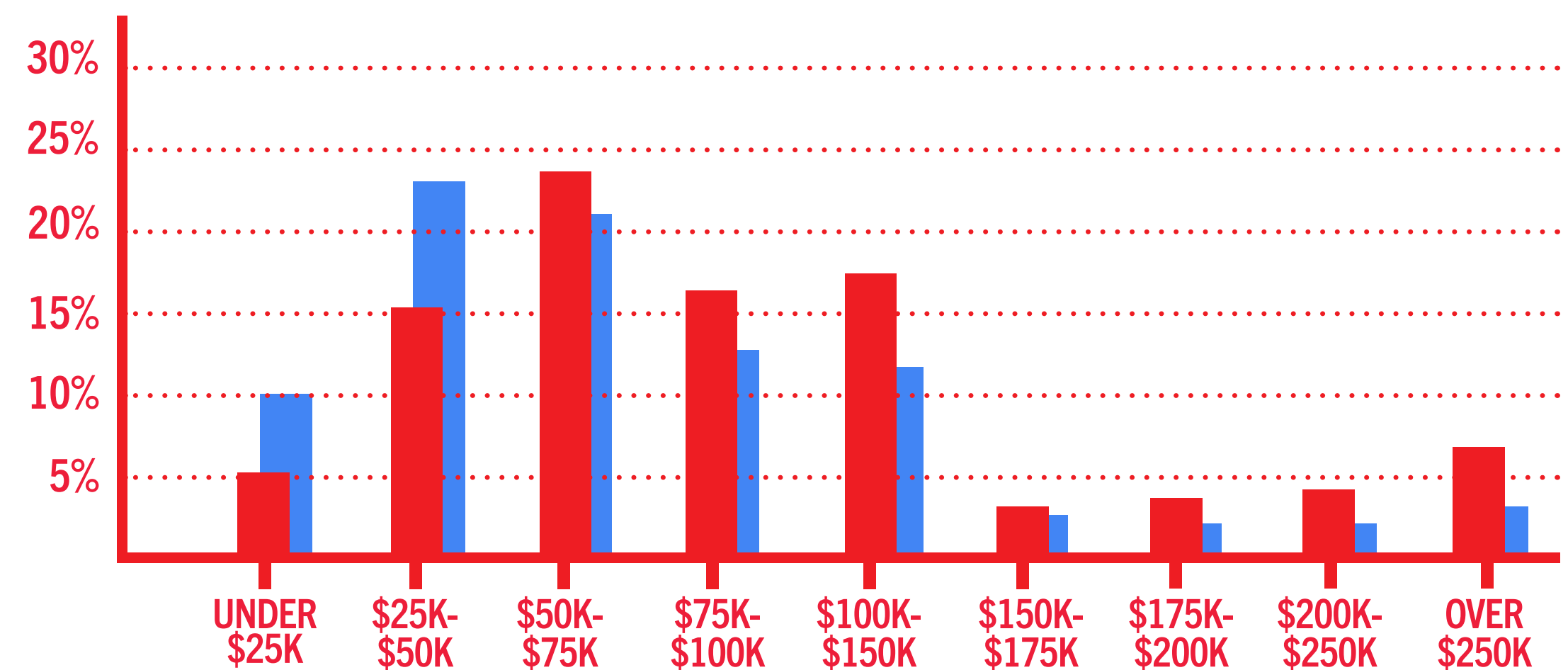
LOCATION:

METROPOLITAN TO SUBURBAN

OUR CUSTOMERS ARE YOUNGER



AND MORE AFFLUENT



CONSUMER BEHAVIOR

96%

Perceive Graham + Fisk's to be the same or better quality as bottled wine, after drinking it

71%

Would order Graham + Fisk's at stadiums, arenas, sporting events, concerts, festivals etc.

88%

Drink canned wine at home

Consumers typically drink Graham + Fisk's at home and during outdoor activities like the beach, picnics, camping, hiking, skiing etc.

67%

Would order Graham + Fisk's in a restaurant, bar or other on-premise venue

88%



Find the Graham + Fisk's packaging very or extremely appealing

Consumers believe that Graham + Fisk's is an affordable unique, high quality wine.

85%

Are satisfied or very satisfied with the price they paid for Graham + Fisk's

KEY PLACEMENTS

ON & OFF PREMISE:



ECOMMERCE:

GRAHAM + FISK'S
WINE-IN-A-CAN

PROMO PARTNERS:

LEVY PROGRAM CASES

1987 CASES
2022 THROUGH SEPT.
CONCESSIONS

NCAA



SCHOTTENSTEIN CENTER

478 CASES

OHIO STADIUM

200 CASES



FOLSOM FIELD

240 CASES



UNIVERSITY OF ARKANSAS

170 CASES



UNIVERSITY OF NOTRE DAME

256 CASES (2 CONCERTS)

CONCERT



RAVINIA

251 CASES

MLS



TQL STADIUM

235 CASES



LOWER.COM FIELD

90 CASES



COLORADO SPRINGS

64 CASES

NASCAR



WATKINS GLENN

3 CASES (1 EVENT)

TESTIMONIAL

INCREASE YOUR WINE SALES

“When opening Lower.com Field in 2021, we were committed to providing Crew supporters with a wide variety of new, high-quality food and beverage items as an integral element of the overall matchday experience. In addition to offering wine consumers a convenient, enjoyable option with Graham+Fisk’s Wine-In-A-Can, our total wine sales and number of return customers increased significantly compared to previous seasons. We and Crew fans clearly benefited from incorporating Wine-In-A-Can into our concessions and premium hospitality menus, and we would encourage other MLS and sports and entertainment venues to explore a relationship with Graham+Fisk.”

- Haslam Sports Group, Columbus Crew Owner

COLUMBUS



CREW

COCKTAILS

STRAWBERRY SANGRIA



SANGRIA SPARKLER



PINK SANGRIA



WHITE SANGRIA



MIMOSAS



POS OPTIONS

VENUE SUPPORT



CUSTOM
WINE CART



CORRUGATED
BOARDS &
TABLE TENTS



FROZÉ MACHINES



FRIDGES

**THANK
YOU**



FISK@GRAHAMANDFISK.COM