

Tattoo Girl Wine Checks all the Boxes!

THE BRAND

FREQUENCY ILLUSION THEORY

Have you ever purchased a specific type of car (red Jeep) and then noticed how many people drive the SAME CAR (red Jeep)? This is called the Frequency Illusion Theory. The beautiful tattoo art on our labels reminds people of why they got their ink, and tends to invoke a positive emotive response.

Research from Nielsen reveals that about 62% of the time, there is a huge opportunity for labels to influence consumer buying decisions. Direct Marketing News found through its own research that 31% of consumers in the U.S. who drink wine at least once a week are Millennials between the ages of 21 and 40 and roughly 34 million Millennials have tattoos.



-  **Majority Woman Owned** - Consumers want to support brands owned by people that have historically been underrepresented on shelves.
-  **Consistent Award Winning Wine** - Reliably overdelivering for the price, year after year
-  **Targeted Social Marketing** - We know who our audience is and where to reach them
-  **Entry Price Point** - For wine category to grow, new consumers need more entry points to the category. We are that entry point, and we are committed to holding price
-  **Nonprofit Conservation** - Helping to preserve the wild places that make our country beautiful
-  **Innovative Programming** - First of its kind National Coloring Contest where we invite our consumers to color our labels!
-  **Columbia Valley, WA** - The wines come from a specific place that is world renowned for producing quality wines
-  **National Magazine Exposure** - Your customers have seen our brand on the pages of Wine Enthusiast and Tasting Panel magazines
-  **Nationwide/Worldwide** - Currently available in 85% of U.S. Market, our product is also available in Mexico, Europe, and Southeast Asia
-  **Lifestyle Brand** - Branding that resonates with a large population. We engage in creative marketing and partnerships that support our brand aesthetic. Example: INKED Magazine



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TATTOO GIRL

WINE

