

TATTOO GIRL[®]

—WINE—

SAMPLE PRESENTATION

The following presentation is a template

Please contact our team to request a
customized version tailored to your
region and retailer of choice

TATTOO GIRL[®]

WINE

Express freely.
Act boldly.
Celebrate fully.



THE APPEAL

OUR BRAND

Tattoo Girl Wine Checks all the Boxes!

✓ Award-Winning Columbia Valley Wines That Overdeliver

Reliable, high-quality wine from Washington's Columbia Valley that outperforms its price point year after year.

✓ Targeted Digital Marketing That Reaches the Next Generation

Our digital strategy is focused on reaching emerging wine consumers through social platforms and lifestyle content that converts awareness into velocity. Distributors benefit from a brand that drives its own demand.

✓ A Lifestyle Brand With International Reach and Engaging Programming

From our Tattoo Girl of the Month consumer spotlight to our giving back initiatives, we offer a lifestyle brand with meaning and purpose. With distribution across 52 U.S. distributors and 8 countries, we bring reliability and turnkey programming to every market.

✓ Majority Women-Owned

Tattoo Girl Wine is majority women-owned, which translates directly into shopper loyalty, stronger brand affinity, and a meaningful point of differentiation in crowded sets.

Our brand inherently caters to a demographic that aligns with culture and creativity



OUR MARKET

Demographics

38 % OF WOMEN IN THE U.S. HAVE TATTOOS

38% of women (126,920,000) in America have at least one tattoo. This includes 56% of women ages 18 to 29 and 53% of women ages 30 to 49.

47 % OF MILLENNIALS HAVE TATTOOS

Millennial is anyone born between the ages of 29 and 44. They make up 22% of the total U.S. population- the largest age group in the country. 47% of millennials have at least one tattoo.

Instagram Hashtag #tattooedgirls has 10M posts.

A 2015 poll by The Harris Poll found that nearly half of all millennials have tattoos, compared to just 13 percent of baby boomers. Of the people that have tattoos, 7 in 10 also said that they had more than one.

*Sources: Statista.com, Census.gov, The Harris Poll, PewResearch.org



MARKET

STRATEGY

It is recognized that wine is trending downward with Gen Z, Millennials and Gen X, which should concern all Suppliers, Retailers and Distributors. The decline is directly attributed to an outdated marketing approach that doesn't align with this new wine consumer, instead focusing on traditional elements like: estate, terroir, climate, points and ratings.

This is where Tattoo Girl Wine breaks the mold by approaching our market with a mindset of

how can we solve this problem?

while speaking directly to this new wine consumer in a unique way.



Purpose-Driven Marketing

Younger wine consumers respond to purpose-driven marketing that aligns with:

- Self-Reliance/Practicality/Informality
- Work/Life Balance
- Social Media and Technology
- Eco-Friendly/Sustainability



Sustainable Farming Practices

The partner vineyards where Tattoo Girl sources wine from, Ancient Lakes Wine Co., Wahluke Slope Wine Co., and the Evergreen Vineyard, use sustainable practices in their farming.



98% Women-Owned

As a women-owned company, we are able to enjoy the following:

- Corporate Membership with Women of The Vine & Spirits
- Supporting and learning about DE+I initiatives and opportunities



PROUD CORPORATE MEMBER

DEDICATED TO BOLDLY PUSHING THE WINE, BEER AND SPIRITS INDUSTRY TOWARD A MORE DIVERSE, EQUITABLE AND INCLUSIVE ERA THAT EMPOWERS ALL TO SUCCEED

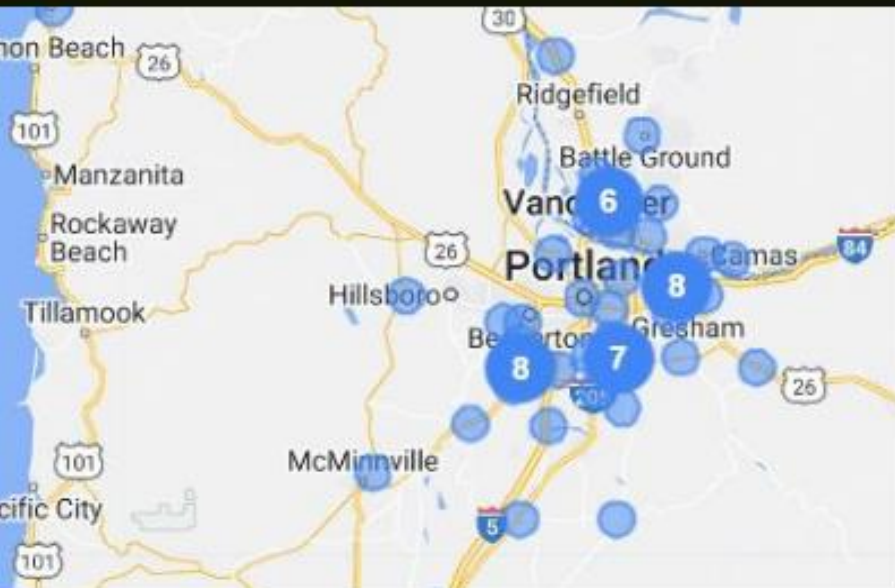


DIGITAL ADVANTAGE

OUR STRATEGY

- **Data-Driven Placement:**
We utilize VIP insights and direct reports from wholesalers to inform our geographic targeting strategy
- **Targeted Digital Marketing Campaign:**
Supporting your objective of "growing accounts sold to boost sales"
- **AI-Powered Insights:**
By integrating AI into our marketing stack, we analyze consumer data to make informed, data-backed decisions, eliminating guesswork
- **Cohesive Brand Messaging:**
We craft content that delivers a consistent and resonant brand message tailored to our target market
- **Defined Target Market:**
Tattoo Girl Wine is the only brand in its category with a clearly defined audience—38% of women in America have at least one tattoo, aligning directly with our core demographic

Over 12 million digital interactions with potential customers annually. Targeting a 2 mile radius of any placement.



PROMOTION

STRATEGY



Email Marketing

Regularly sent email marketing campaigns to our network of industry contacts
Feel free to share any contacts you would like us to send our newsletter to!



Social Media Marketing

- Consistent content creation and reshares of tagged posts
- Monthly we feature our "Tattoo Girl of the Month" from fan submissions
- Collaboration with influencers and Brand Ambassadors
- Posts on influential accounts (@inkedmag with 3.5M Instagram followers)



Digital Advertising

Targeted Google PPC Advertising

- Immediate visibility: PPC ads can be set up and launched quickly, allowing businesses to start generating visibility for their brand almost immediately
- Targeted reach: PPC ads can be targeted to specific geographic locations, demographics, and interests – reach their desired audience more effectively
- Cost-effective: cost-effective way to generate brand awareness
- Brand building: By creating ads that are visually appealing and relevant to the audience, PPC campaigns can help to build brand awareness and create a positive image for the company

Print Advertising

- Partnerships with popular publications like Tasting Panel Magazine, The Somm Journal, and Wine Enthusiast
- Full- page ad in the Groundbreakers Issue of INKED Magazine – on shelves Jan. 2023 – Total Readership = 1.2MM with 74% of readers between the ages 25 to 44, 84.8% attended college or more, \$78,520 mean income



Events

Events scheduled throughout the year all over the country
Wine Competitions, Tastings, Tattoo Expo Sponsorship, etc.
LET US KNOW HOW WE CAN SUPPORT YOUR EVENTS!



Tasting Panel Magazine January/February issue
Page 32 Publishers pick Tattoo Girl Chardonnay



TATTOO GIRLS of the MONTH ♥

Regional Brand Success



Tattoo Girl Wine grew despite a 4% industry decline in 2024—now sold through 50 U.S. distributors and in 8 countries.



Tattoo Girl Wine successfully sells in Chevron, Hy-Vee, Schnucks, Albertsons/Safeway, HEB, along with many other supermarket stores.



In our strongest chains, Tattoo Girl averages .74 cases per month, and that velocity consistently drives retailers to expand from one varietal to two or even three within the same year.



I would guess that there isn't anything hotter in the aisle with the buying team right now."

Doug Lacey, Senior National Accounts Manager,
Odom Corp

WINE DETAILS

Item Name	Vintage	Unit Size	Alcohol %	Closure Type	SRP	UPC	Case UPC	Case Dimensions (in) (L x W x H)	Case Weight (lbs)	TI/Hi
Cabernet Sauvignon	2022	12/750ml	14.00%	Screwcap	\$15.99	8-60339-00099-3	10860339000990	12.25 x 9.25 x 13	34	14-4
Chardonnay	2023	12/750ml	14.00%	Screwcap	\$14.99	8-60000-91410-6	10860000914106	11.25 x 10 x 11.75	34	14-4
Red Blend	2022	12/750ml	14.50%	Screwcap	\$15.99	8-60000-91412-3	10860000914120	12.25 x 9.25 x 13	34	14-4
Pinot Noir	2022	12/750ml	13.80%	Screwcap	\$15.99	8-50013-47783-8	850013477388	11.25 x 10 x 11.75	34	14-4
Riesling	2024	12/750ml	11.00%	Screwcap	\$13.99	8-60339-00091-7	10860339000914	12.25 x 9.25 x 13	34	14-4
Rosé	2024	12/750ml	12.50%	Screwcap	\$13.99	8-60339-00097-9	10860339000976	11.25 x 10 x 11.75	34	14-4
Sauvignon Blanc	2024	12/750ml	12.50%	Screwcap	\$13.99	8-50013-47755-5	10850013477552	12.25 x 9.25 x 13	34	14-4
Bubbly	NV	12/750ml	12.00%	Caged Cork	\$15.99	8-50013-47779-1	00850013477975	14.875 x 11.125 x 12.5	40	10-4

TASTING NOTES



○ Cabernet Sauvignon

Our best-selling wine, deep purple and red color with savory red and black fruit notes.

○ Rosé

Aromas of rose petals and watermelon Life Savers are noteworthy. A lively pink wine that speaks to lanolin, cranberry, and lychee, which perpetuate its awesome aromatics. Fine acidity and a mineral core maintain a freshness throughout.

○ Riesling

Delicate, with fragrances of white flowers and pears. On the palate, melon, pineapple, and honeyed apples spread generously. Salty minerality is aligned with lemon drops and a finish of linen.

○ Red Wine

Backbone of spectacular Columbia Valley Syrah with Cab Sauv and Merlot playing supporting roles.

○ Chardonnay

Crisp, Modern Style with limited oak influence. Wine Enthusiast Top 100 Best Buy in 2021.

○ Sauvignon Blanc

Aromas of pure citrus and herb. A pale color with a slight green tinge, Refreshing and clean with a zesty vibrant note.

○ Pinot Noir

Medium bodied, soft with very low tannin levels. Lifted aromatics, red fruit, pure, fresh, and bright character.

○ Bubbly Wine

Pale in color with a fine, steady bead of bubbles, fresh, bright citrus and green apple aroma, medium body, with plenty of acidity to keep it lively on the palate, along with just a slight touch of sweetness on the finish.



THANK YOU

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Disclaimer

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