

if you see kay

If You See Kay is a wine with personality to match its label. Kay is a no holds barred wine from the anti-Napa wine country of the Central Coast of California. From the northern region of Paso, warm, dry days throughout the summer make it ideal for growing big, bold reds while the cooler southern region south of San Luis Obispo create refreshing and bright rosés' for that perfect summer pour.

Inspired by author James Joyce's 1922 masterpiece Ulysses, which was banned in the United States until 1934, and the evocative art of Montreal-based tattoo artist Chen-Jeh Chen, If You See Kay embodies the principle of living life to the fullest and saying IF YOU SEE KAY to the status quo.

OPPORTUNITY



Canned Wine Sales Are the Fastest Growing Alternative Packaging

- 2016 +125% increase for total sales of \$14.5M
- 2017 +54% increase for total sales of \$28M
- 375ml cans \$7.4M \$'s TTL US +245.7% 52wk 12/18
- **ROSÉ** #1 selling can varietal +299%
- **RED BLEND** #4 selling can varietal +337%



Increases Occasions and Locations for Consumption

- Aluminum packaging (vs. glass)
- Single serve 375ml (vs. 750ml)



Younger Demographic



RED BLEND • 375ml

14.5% Alc. by Vol.



RED BLEND 375ml CAN



ROSÉ • 375ml

13.0% Alc. by Vol.



ROSÉ 375ml CAN



12pk SHIPPERS

Dimensions:

Length 10 7/8" x Height 5 7/16" x Depth 8 3/16"

RED BLEND 12PK SHIPPER



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ROSÉ 12PK SHIPPER



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