

# SAKE'S BETTER-FOR-YOU BENEFITS



## SAKE + WELLNESS: A NATURAL PAIR

with consumer focus on wellness, premium sake is a go-to choice for a more healthful alcohol



### LOW SUGAR

Sake contains less sugar than most other alcohol.



### LOW IN TARTARIC ACID

The primary acid in wine that causes acid reflux and erosion of teeth enamel.



### FREE OF TANNINS & SULFITES

For those looking to avoid wine headaches.



### GLUTEN FREE

Premium sake is naturally gluten-free, perfect for those who are sensitive/cealic.



### UNIQUE FORMATS

Sake comes in many formats from single-serve cans to 300ml bottles to larger formats for easy portioning.



### STAYS FRESH LONGER

Sake stays fresh up to 2-3 weeks in your fridge once opened so you don't have to finish it all at once.



### 80% WATER BASED

Arguably more hydrating than other alcoholic beverages.



### CONTAINS AMINO ACIDS

Sake contains 3 types of amino acids that can prevent osteoporosis and provide skin benefits.

## SAKE SALES ARE BOOMING

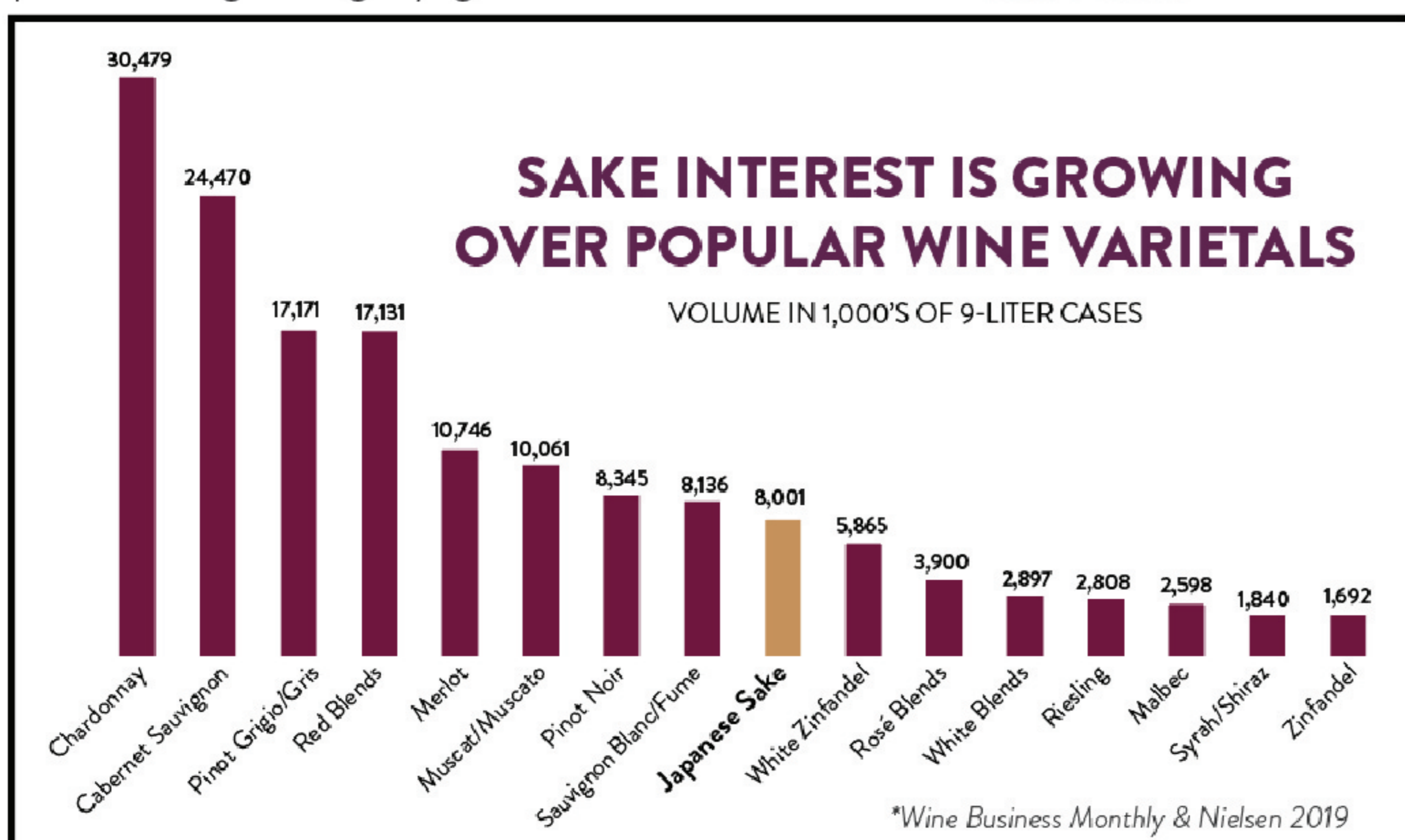
# 21%

### Sake Growth in US Retail

Vine Connections' sales are outperforming category growth at **+74%**

Vine Connections' market share grew from 8% to 13% in 2020!

Tozai is now the 3rd largest imported sake brand in the US.



## CONSUMERS & RETAILERS ARE REACHING MORE HEALTHFUL ALTERNATIVES & SAKE



Nielsen recently identified 'Wellness\*' as a top 3 consumer trend in 2020 that they predict will continue through 2021



25% of Drizly retailers plan to make more shelf space for sake offerings in 2021. Drizly identified sake as a top trending category in alcohol.

\*Wellness defined as "better-for-you, low alc and transparency"



VINE CONNECTIONS

www.vineconnections.com