

NUVO[®]

SPARKLING LIQUEUR





What is NUVÔ??

- ✓ 95% French Premium vodka, 5% sparkling white wine, blend of fruit nectar & five bars of pressure just like champagne
- ✓ Best consumed chilled or mixed with other base spirits

KEY SELLING POINTS

- ✓ It's like champagne, but it's a sparkling vodka with fruit nectars
- ✓ Super premium packaging, which makes it's perfect for key gifting occasions
- ✓ Low ABV aligns well with current cocktail trends
- ✓ Cross over opportunity aligning with Champagne & Trendy Rosé wines



SUPER PREMIUM PACKAGING

Custom Designed Oversize
Closure with Flowers Screen
Printed

Approx. 700g glass



First squared off bottle
to hold carbonation.
Three years to develop.

Weighted Bottom

category &&- Consumer focus

- ✓ Focus on accounts with parody brands
- ✓ Target audience, General Market, woman 25 to 55 years young, looking for glamorous and chic accessory
- ✓ Bottle shape, perfume bottle or luxurious lipstick, drives impulse purchase



Signature serve

NUVO CLASSIC

- 6oz of NUVO
- Serve in a flute or rocks glass over ice



NUVO SPRITZ

- 4 oz of NUVO
- 1 oz bitter liqueur
- Serve in wine glass over ice



@sparklingnuvo 300K followers



@@@sparklingnuvo 20K followers

Nuvo Strategy house



Nuvo Store display strategy

“key gifting periods”



2. floor display /champagne section

Nuvo WOW store VISUALS

“Let’s cover our stores in PINK”



Nuvo brand collaboration



NUVO will BE signing new music acts in 2021 with a shift to POP-MUSIC artist

Our 2020 videos have generated over 700 Millions views

Social Media / E-commerce

“conversion campaign”

Dedicated budget to inspire and convert consumers

GEO targeted campaign

Direct click &&and shop action to National accounts dedicated NUVO page

E-Commerce partnership with independent and regional accounts



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Key facts ==- growth

Lucas BOLS USA Fiscal YTD-April through July 2020 Depletions

Brand	CM Depletions			FYTD Performance		
	CM 9L Depl	CM 9L Depl +/-	CM % Chg vs LY	FYTD 9L Depl	FYTD 9L Depl +/-	FYTD % Chg
Nuvo	1,119	599	115%	3,858	1,174	44%

- NUVO Grew +115% in CM (July) and have grown +44% in the first four months of our USA FY

NIELSEN DATA (52-week period ending 06/13/2020)

Market	Sales Dollars	Sales Dollars LY	Sales Dollar % Chg
MEIJER TOTAL CTA FD SPIRITS	\$28,645	\$12,596	127.41%
TOTAL WINE & MORE TOTAL US SPIRITS	\$82,359	\$41,172	100.03%
TTL US XAOC SPIRITS	\$65,795	\$34,333	91.64%

- NUVO sales at Meijer and Total W&M are growing at +127% and +100% 52-week period ending 06/13/20 Nielsen data