

THE WORLD'S FIRST SPARKLING LIQUEUR

BUBBLY LUXURY. FEMININE POWER. COCKTAIL GLAMOUR.

BUILT FOR HER – ACROSS EVERY ZIP CODE

Style. Celebration. Self-Expression.

NUVO launched as the world's first sparkling liqueur, offering a fresh alternative to both wine and spirits: lightly carbonated, low ABV, and full of visual flair. Today, NUVO speaks to the full spectrum of American women—from city creatives to suburban brunch hosts — across cultures, age groups, and drinking rituals.

Why she loves it—across cultures and lifestyles:

- Suburban moms: Looks great on the table, easy to serve, perfect for gifting
- City trendsetters: Pairs with heels, hashtags, and handhelds
- Beauty lovers: It's an extension of her aesthetic, from nail color to glassware
- Social drinkers: Great taste, fewer calories, ready to pour and post

DOUBLES AS A FASHION ACCESSORY

**Lipstick-Inspired. Gifting-Ready.
Instagrammable.**

NUVO's iconic blush-pink bottle takes cues from luxury lipstick and designer fragrance—making it the perfect accessory for her bar cart, brunch table, or birthday bag. It's not just a drink, it's an aspirational object.

NUVO isn't just sparkling—it's styled to match her life.





FEMININE POWER. SPARKLING CELEBRATION.

Positioning Pillars:

- **She Sparkles** – Whether she's a boss, a mom, a creator, or all three
- **Drinkable Glamour** – 15% ABV, 69 calories per serving, easy elegance
- **Instant Occasion** – From book club to bottle service, just chill and pour
- **Truly Inclusive** – Reflects today's America—multiethnic, multigenerational, and style-first

NUVO fits effortlessly into her world—whether that's a New Jersey baby shower, a Dallas backyard party, or a rooftop in the Bronx.

TRADE BENEFITS

OFF-PREMISE

- Eye-catching, fashion-forward packaging – easy to merchandise
- Cross-cultural gifting appeal: holidays, birthdays, bridal, book club, girl dinners
- Great for beauty + lifestyle displays (florals, candles, wine/champagne sections)
- Drives pull-through with diverse female shoppers and social media creators

ON-PREMISE

- Versatile for bottle service, brunch, and cocktail features
- Perfect for themed events: Ladies' Night, Rosé All Day, Pink Party
- High-margin, low-labor sparkling serve with built-in visual appeal
- Resonates across multicultural and suburban hospitality markets

SIGNATURE COCKTAILS



Signature Serve
Served chilled in a flute
Perfect for hosting, bridal brunches, or toast moments



NUVO French 75
1 oz gin,
½ oz lemon juice
¼ oz simple syrup
Top with NUVO



Rosé Empowerment Sangria
NUVO
Passoā
Sparkling rosé
Mixed berries



Pink Power Martini
1 oz NUVO
½ oz vodka
½ oz white cranberry
dash lemon bitters
garnish: edible flowers