



vin social

The social marketplace for wine

Hey, **hi**, how are ya?



Founder & CEO

Sara Moll



Certified Sommelier – Court of Master Sommeliers



Certified Specialist of Wine – Society of Wine Educators



Level 3 Certified – Wine and Spirits Education Trust



Brand Performance Advisor

Jason John



Share holder / Advisory board member



Currently CMO 1800FLOWERS



Gilt Groupe, J. Crew, Martha Stewart

“Life is too short to drink bad wine.”

— Johann Wolfgang von Goethe 

The best business partnerships are synergistic.



**Insights =
Actionable Intelligence**



**Talent =
Niche Skill Sets**



**Business Impact =
Measurable Value**

Vin Social: a social-commerce powered wine lifestyle community



Our partner ecosystem is road-tested, compliant, and built for scale and brand safety.



Global Product Access

- Domestic Wineries
- Global Importers
- Specialized Merchants



Compliant National Fulfillment

- Licensed Retail Partners
- Bonded Warehouse Partners
- Alcohol Bev Specialized Logistics Partners



Wine Expert Networks

- Wine & Spirits Education Trust
- Court of Master Sommeliers
- Society of Wine Educators



Lifestyle Partners

- Inspirato (travel)
- Vinovest (investment tech)
- Forever Gourmet (chefs)

Vin Social's revenue-driving relationships

\$1.85M
Since June 2020

200+
Live Virtual Shows

7000+
Vin Social boxes shipped



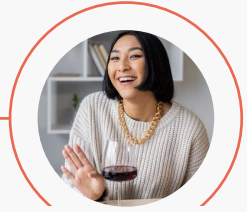
COVID forced the legacy wine industry online




Wineries

In 2020 DTC eCommerce sales grew 

73%




Consumers

Since 2019 Online wine sales grew 

131%



Wine Experts

Record number of WSET 
certifications in 2021

108,584

//

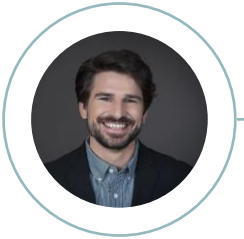
The shift to digital beverage alcohol shopping is here to stay.



Wayne Duan, Constellation Brands

//

The industry is experiencing a structural change, a massive opportunity. I only hope industry leaders have the foresight to take advantage of it



Boucard Nesin, RaboBank

Vin Social is a modern distribution channel for small wineries

Consolidation at the wholesale
tier has created an imbalance.

0.1 : **1**
distributor : **US winery**

The largest 3% of US wineries get
prioritized while the other 97%
get ignored.

3%

*Big wineries
(50,000++
cases/year)*

97%

*Small wineries
(<50,000 cases/year)*

US small wineries create \$17B in annual wine production

U.S. Wineries - By Winery Size
January 2022
Source: Wines Vines Analytics

Winery Size	Winery Count	%
Large (500,000+)	71	1%
Medium (50,000 - 499,999)	260	2%
Small (5,000 - 49,999)	1,753	16%
Very Small (1,000 - 4,999)	3,744	33%
Limited Production (< 1,000)	5,454	48%
Total U.S. Wineries	11,282	100%

1753 = 48.2M or 578M

"Small" wineries Cases/year Bottles/year

\$30 = \$17 Billion

Average bottle price In product value/year

And this is just the US...

The Vin Social **core customer** is the most influential buyer in this category

Today



US Wine Consumers
Aged 30-49

= **26 M**



Consumers "mature" into wine at **age 30**



Focus: Women

60%

of wine drinkers
are women

85%

of consumer spending is
controlled by women



The future of wine
is sustainable,
inclusive, and colorful



Social content **activates** our core customer and unlocks revenue

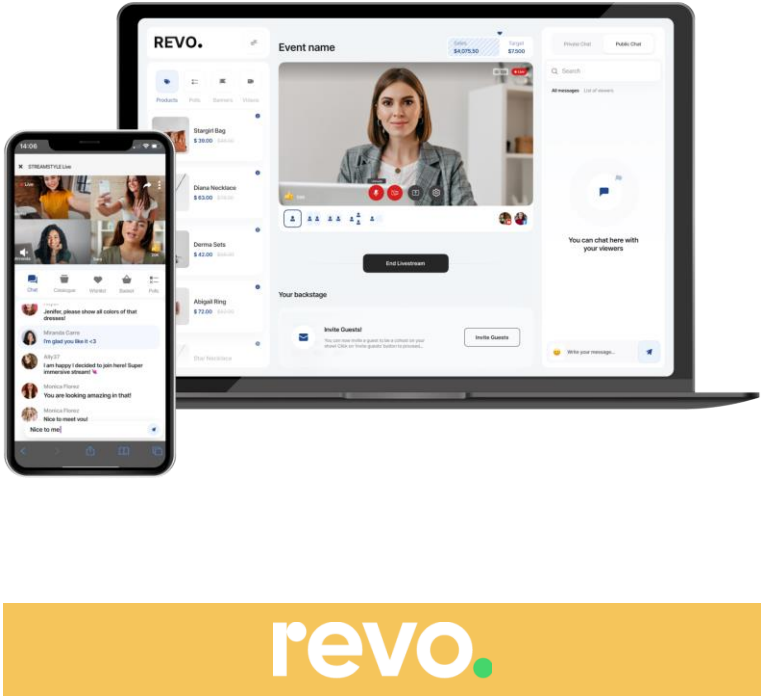
**Market**



**Activation**



**Platform**



We're making Vin Social the **authority for wine**



Wine Influencers

vin social
revo.



Premium Content

Unparalleled experience across alcohol beverage, eCommerce, media and entertainment



Sara Moll
CEO



Lily Styles
COO



Andi Ruda
CFO



Julie Sun
Audience Development Lead



Taylor Foxman
Communications
& Partnerships Lead



Tom Allin
CRO/Social Commerce

Advisors



Jason John
eCommerce



Ashley Hausman
WSET Master of Wine



Mae Kurkowski
Influencer Marketing

