WITCHES BREW

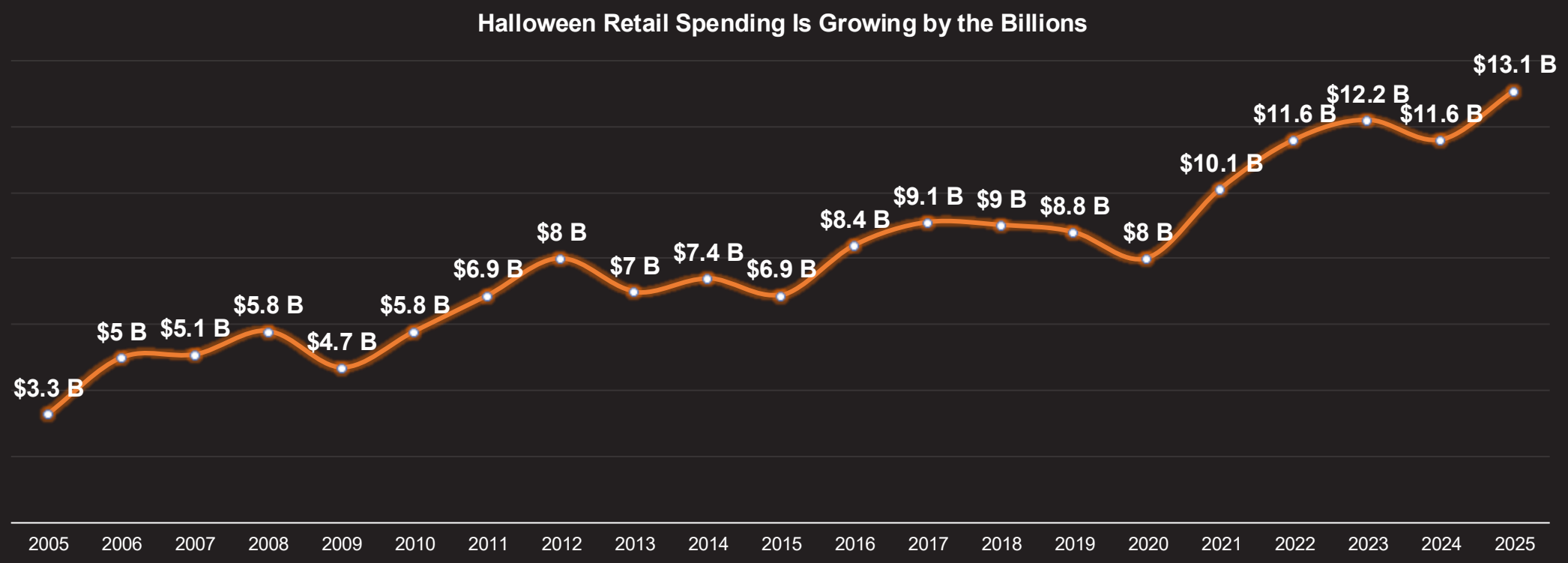
America's Favorite Halloween Wine

April 2026

WHY FEATURE HALLOWEEN WINE?

Your wine customers are changing

Occasion and holiday wines are increasing every year. A key finding from a national study by the Wine Market Council found that young people "**see wine as a beverage of relaxation and special occasion.**"

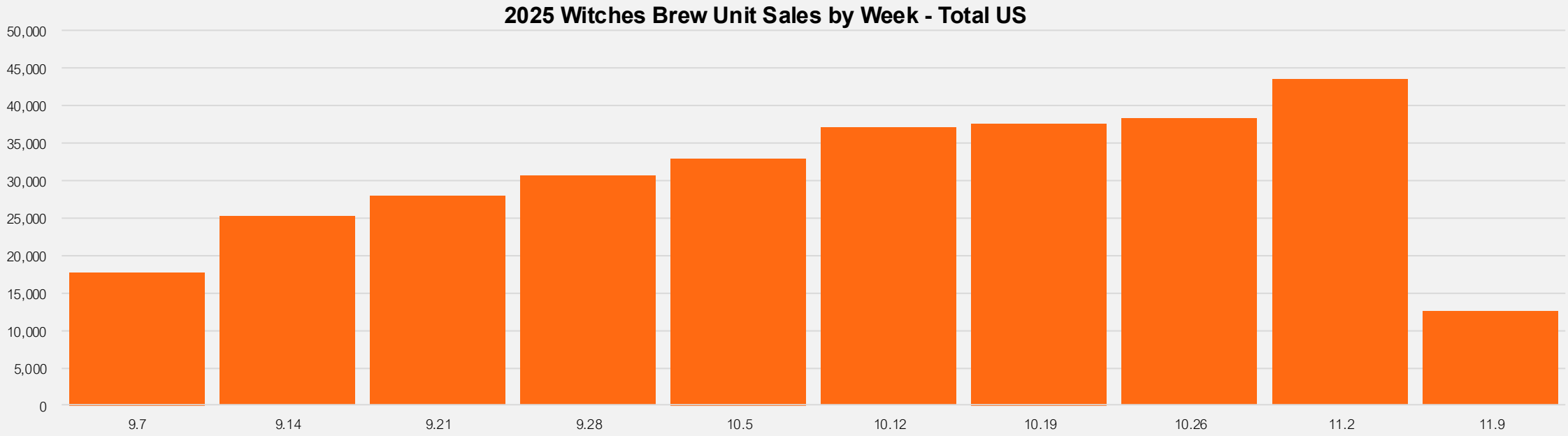


*Source: https://www.forbes.com/sites/phillempert/2025/10/12/halloween-2025-a-record-breaking-scare-for-consumers/

HALLOWEEN PROVIDES PLUS SALES

It’s a strategic win for retailers

- Offsets imported wine tariffs and other losses
- Sales are driven by creative displays – no shelf placement required
- Brings in customers who don’t drink regularly
- Appeals to Halloween enthusiasts who go all out all season long



Source: IRI 10-week period ending 11.9.25

WHY WITCHES BREW?

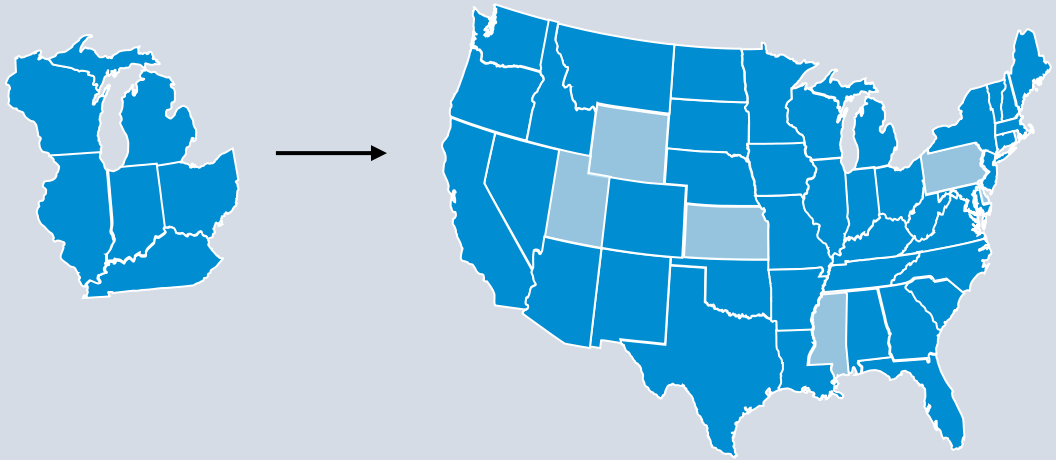
Price:
At $8.99, it invites new customers each year

Package:
It fits right into Halloween party decor

Flavor:
Uniquely spiced, it's a cozy addition to the season

Inventory:
We work hard to ensure you sell out completely – with no hangover inventory. Data is used to help ensure you grow sales each year.

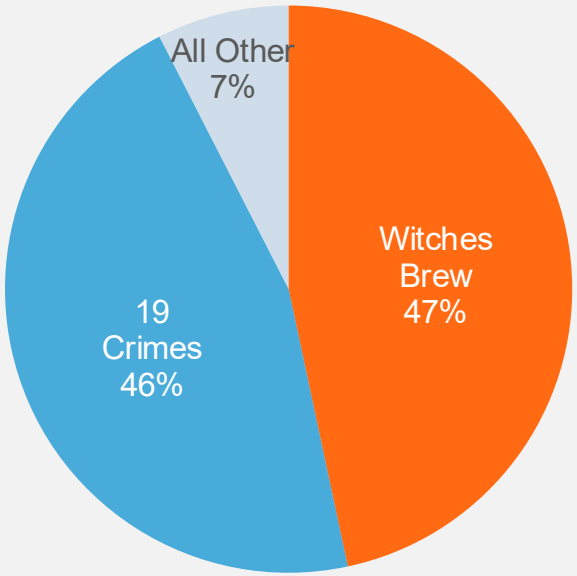
From 6 states in 2021 to 44 states in 2025



WHY WITCHES BREW?

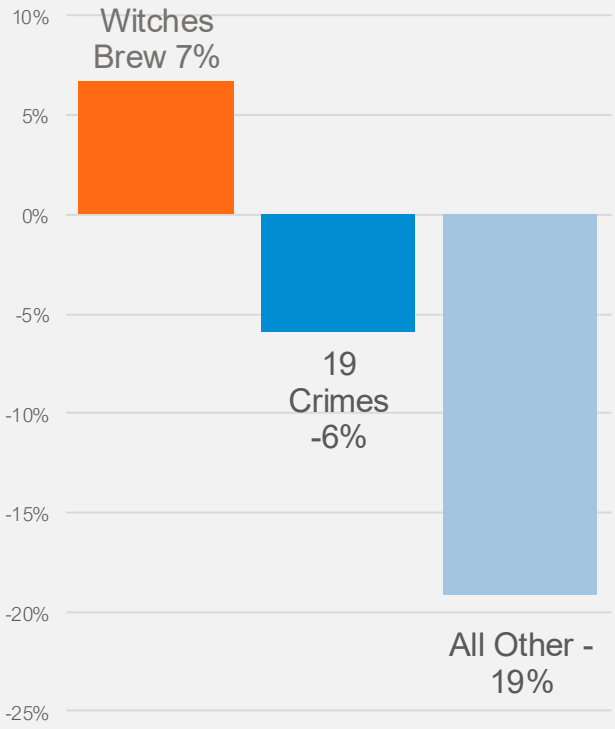
In units sold, it's #1 with less distribution

Unit Sales Share

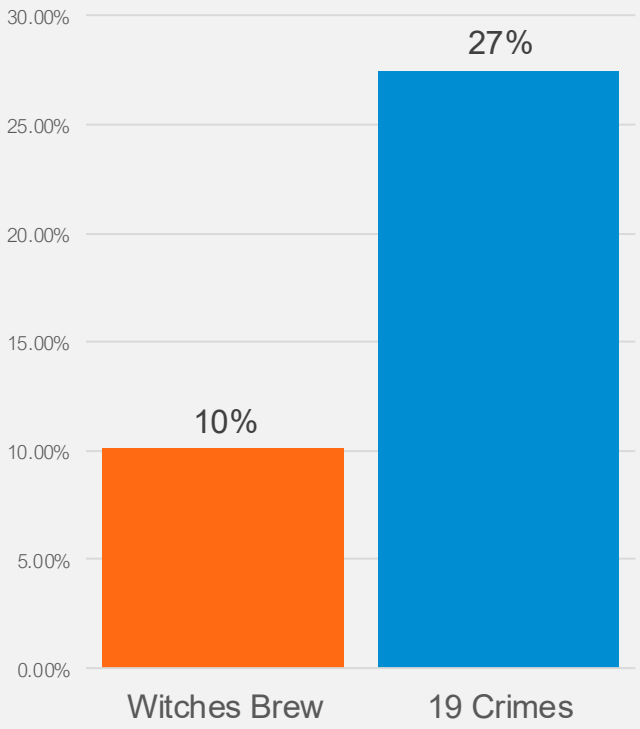


Unit Sales WE 11.9.25 13W

Sales $ Growth - 2025



Distribution % - Total US IRI



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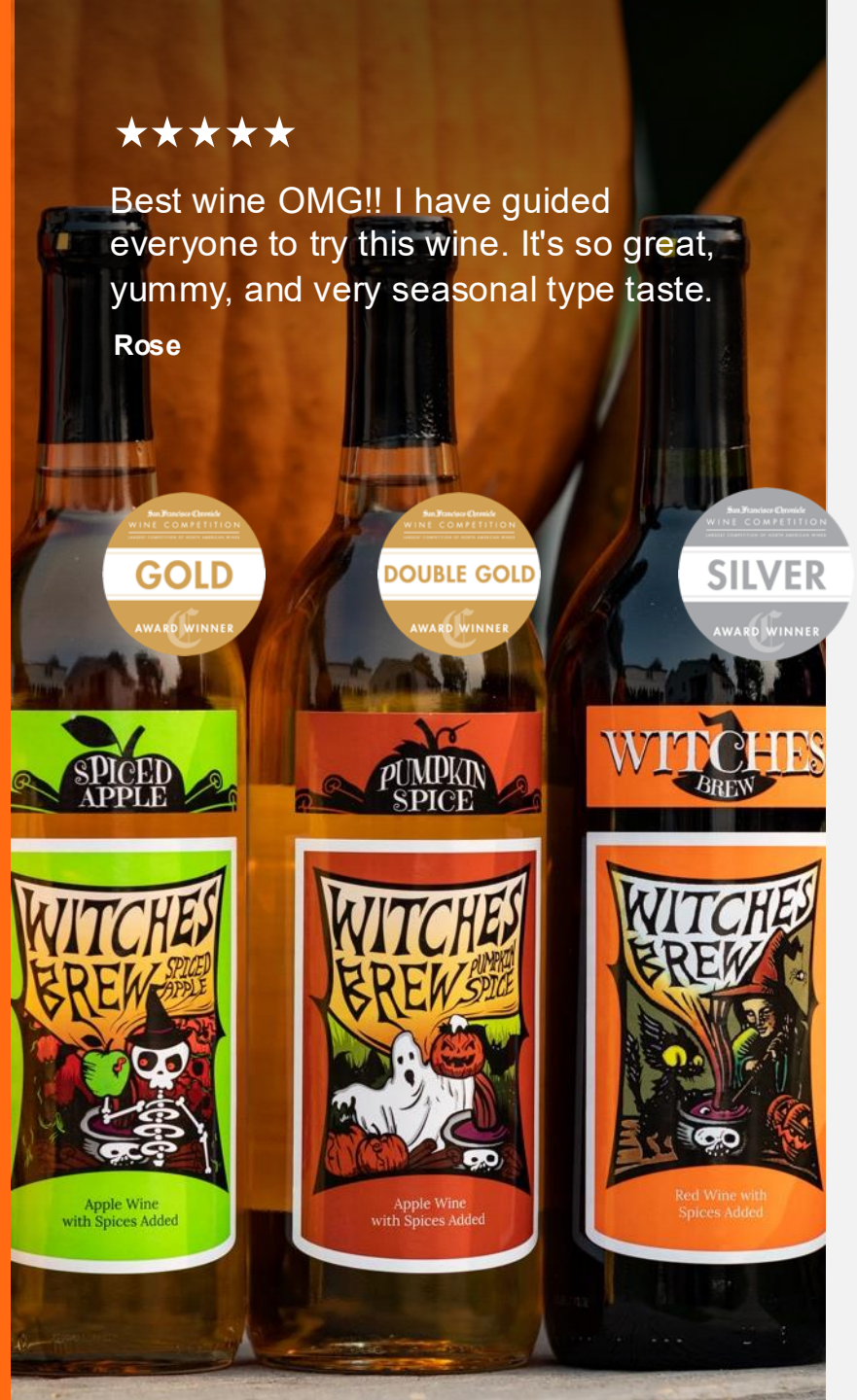


SOLD IN THREE POPULAR FLAVORS

Red Spiced Wine

Pumpkin Spice

Spiced Apple

- 11% ABV
- Gluten free and vegan friendly
- Served 3 ways: chilled, room temp, warm

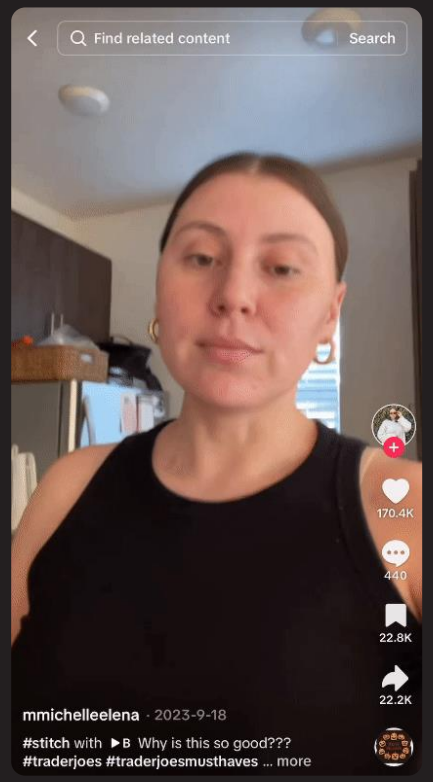
Line Priced	Cost	Margin
$8.99	**$6.75**	**25%**

WITCHES BREW IS A NATIONAL SENSATION

Our marketing team collaborates with all types of media to amplify brand visibility on a national scale to create authentic engagement, strategic partnerships, and a dynamic digital presence that reaches target audiences.

FEATURED ON TODAY

1.4M VIEWS



1.8M VIEWS

DISPLAYS THAT SUPPORT YOUR NEEDS

We offer retailers a range of displays to create visibility and fit the format of every space, Cross-category displays lead to increased sales.

MORE HOLIDAY WINES THAT PERFORM

Farm Fresh Cranberry and Cranberry Moscato

Fruit wines for the holiday that perform equally well throughout November and December.

Winter White and Winter White Bubbly

A crisp, semi-sweet flavor profile makes these wines an excellent choice for holiday celebrations. Available in bottles and cans.

Festivus

A silky, red-blend packaged in a premium, painted bottle that's perfect for seasonal gifting.

Cold Duck

Traditional with a twist, this sparkling red blend is fruit-forward, fizzy, and perfect for the holidays.

CONTACT US TO DISCUSS WITCHES BREW

SCHEDULE A TIME TO MEET

Click here to schedule a meeting.

Questions?

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Visit our website:

LWC.WINE

THANK YOU

April 2026