

HOXIE n.

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The original dry wine spritzer. Crafted from sustainably grown grapes, and 100% natural ingredients.

"HOXIE is radically delicious, certified sessionable fun."

ORIGIN: HOXIE comes from "hock," an English slang term for white wine, and "foxy," an adjective sometimes used to describe grapes, but always used to mean attractive. So, HOCK+FOXY=HOXIE

IT'S SIMPLE:



SPRING WATER



NATURAL WINE



REFRESHING BUBBLES



BOTANICALS & EXTRACTS

1 CAN IS 8.4OZ AND:



1 CASE IS: 6 x 4-PACKS | 24 CANS | 6 LITERS



WHY, WHAT, HOW - NOW!

WHY WE EXIST

To provide radically delicious, quality, wine spritzers for the people.

WHAT WE OFFER

A premium ready to drink concoction of spring water, wine, botanicals, extracts, and bubbles. Sustainably made with care, and creatively by a chef.

HOW WE DELIVER

By never compromising on quality, or settling for complacency. Through continued, evolution, connections and fun!!!



CURRENT PLACEMENTS SINCE HOXIE AND SCHEID PARTNERED IN 2022



450 PODS
225 locations
& growing!



257 PODS
157 locations
& growing!



558 PODS
279 locations
& growing!



7 PODS
7 locations
& growing!



24 PODS
8 locations
& growing!



19 PODS
7 locations
& growing!

ACCOLADES – QUALITY, CONSISTENCY, FLAVOR



SF Chronicle Wine Comp.
Best in Class
Grapefruit Elderflower



Wine Enthusiast
91 Points
Strawberry Rosé



Rolling Stone Magazine
Best Wine Spritzer
Grapefruit Elderflower

FOUNDER DEMOS/TASTING - HOXIE ON TOUR

Supported by Founder & Chef, Josh Rosenstein, HOXIE is a brand you can trust to drive velocity with authentic consumer engagement.



360 SUPPORT - TRIAL. AWARENESS. VELOCITY.



A CATEGORY TO BELIEVE IN

1. Flavored beverage wines/wine cocktails are 2.5x larger today than in 2019 – with a CAGR of +35% (1)
2. 1 in 10 consumers associate smaller containers with making “healthier” alcohol choices (1)
3. Almost 2/3 of consumers, age 22-44 drink RTDs (2)
4. “Wine Cocktails – The wine cocktail category is exploding, especially those in single serving sizes that are Ready-to-Drink. Americans want convenience, and they also want to experiment with new flavors and styles. Sangria, spritzers, fruit-flavored wines and other innovations in this category grew at an amazing 48.5% in value and 35.5% in volume in 2021, according to NielsenIQ, and it is expected that this trend will continue in 2022.” (3)
5. Wine-based cocktail sales were up nearly 30% and volumes were up 25% (4)
6. “Better for me” wellness products and sustainable, “better for we,” products are growing faster than the average FMCG (Fast-Moving Consumer Goods) category (5)

(1) NielsenIQ Measured Off Premise Channels – Total U.S – Annual Time Periods (2) RNDG April 2021: Ready to Drink Category Review (3) Forbes April 2022: US Wine Market Sales UP 16.8% in 2021, Point Towards Hot Wine Trends in 2022 (4) Wine & Spirits Daily, March 15, 2023: W&S Trends Taking Shape in 2023 (5) NielsenIQ 2023 Sustainability Report