

June 6, 2022



Fresh Vine Wine is New IGA Strategic Red Oval Partner for the United States and International Markets

MINNEAPOLIS, June 6, 2022 /PRNewswire/ -- Fresh Vine Wine, Inc. (NYSE American: VINE), the premier producer of lower carb, lower sugar, and lower calorie premium wines in the United States, today announced an innovative partnership with The Independent Grocers Alliance (IGA) and its *Better Choices* program, focused on the health and wellness of the customers that visit IGA's more than 8,000 grocery retailers worldwide. The partnership aims to educate independent retailers further on meal preparations incorporating *Better Choices* products, by demonstrating innovative ways to pair Fresh Vine Wine as the Better Choice option on the market for IGA shoppers to enjoy.



Rick Nechio, President of Fresh Vine Wine, Inc., said, "IGA and its *Better Choices* program is a perfect partner for Fresh Vine Wine, as we both believe today's consumers have an expectation that retailers can and should support their health-and-wellness goals. In cooperation with IGA, this program will develop a marketing campaign that aligns with the IGA *Better Choices* marketing position, highlighting the wine's quality, taste and overall *Better Choices* attributes.

"Among the many initiatives, we will create an online Retail Learning Institute course that will provide independent grocery store owners and their teams insightful strategies, tactics and plans on how to market, merchandise, and sell premium wines including optimal pairings and *Better Choices*-branded recipes created by celebrity chefs just for IGA shoppers. We could not be more pleased to be partnering with IGA and are looking forward to a long and mutually beneficial relationship."

The IGA *Better Choices* program focuses on supporting consumers in making informed and balanced decisions about shopping choices. The program, which features informational components for both retailers and consumers, was developed in conjunction with IGA Health & Wellness Advisor and Registered Dietician Kim Kirchherr. A consumer-facing microsite, igabetterchoices.com, provides information about planning and shopping for healthier options, overall wellness, food safety and recipes for better-for-you dishes.

The partnership between Fresh Vine Wine and IGA will drive brand awareness, product adoption and sales within the independent channel for Fresh Vine Wine. The partnership will enable direct communication to IGA retailers and provide Fresh Vine Wine the opportunity to participate in national digital advertising and other promotional opportunities.

Fresh Vine Wine products will be promoted to IGA and other independent grocery retailers through feature stories, best practices, video interviews and case studies in all IGA and grocery industry and state association publications and newsletters, including The IGA Minute as well as through In-Store promotions, including appearances by the Company's celebrity owners, Nina Dobrev and Julianne Hough.

About The Independent Grocers Alliance (IGA)

The Independent Grocers Alliance (IGA) is the world's largest voluntary supermarket network with aggregate worldwide retail sales of more than \$36 billion per year. The Alliance includes over 8,000 Hometown Proud Supermarkets worldwide, supported by 36 distribution companies and nearly 40 major manufacturers, vendors and suppliers known as IGA's Red Oval Family partners. IGA has operations in 46 of the United States and more than 30 countries, commonwealths and territories.

About Fresh Vine Wine, Inc.

Fresh Vine Wine, Inc. (NYSE American: VINE) is a premier producer of lower carb, lower calorie premium wines in the United States, kicking off a 2022 growth plan following its IPO in mid-December 2021. Fresh Vine Wine's brand vision is to lead the emerging natural and accessible premium wine category, as health trends continue to accelerate in the US marketplace. The 2020 US wine market was a \$69B category. Fresh Vine Wine plans to accelerate growth in 2022 by amplifying its marketing, expanding product offerings, and expanding its team. Fresh Vine Wine positions its core brand lineup as an affordable luxury, retailing between \$14.99-\$22.99. Fresh Vine Wine's varietals currently include its Cabernet Sauvignon, Chardonnay, Pinot Noir, and Rosé.

Forward-Looking Statements

This press release includes forward-looking statements. These forward-looking statements generally can be identified by the use of words such as "anticipate," "expect," "plan," "could," "may," "will," "believe," "estimate," "forecast," "goal," "project," and other words of similar meaning. These forward-looking statements address various matters including statements regarding the timing or nature of future operating or financial performance or other events. Each forward-looking statement contained in this press release is subject to risks and uncertainties that could cause actual results to differ materially from those expressed or implied by such statement. Applicable risks and uncertainties include, among others, the Company's ability to hire additional personnel and to manage the growth of its business; the Company's reliance on its brand name, reputation and product quality; the Company's ability to adequately address increased demands that may be placed on its management, operational and production capabilities; the effectiveness of the Company's advertising and promotional activities and investments; the Company's reliance on celebrities to endorse its wines and market its brand; general competitive conditions; fluctuations in consumer demand for wine; overall decline in the health of the economy and consumer discretionary spending; the occurrence of adverse weather events, natural disasters, public health emergencies, or other unforeseen circumstances that may cause delays to or interruptions in the Company's operations; risks associated with disruptions in the Company's supply chain for grapes and raw and processed materials; the impact of COVID-19 and its variants on the Company's customers, suppliers, business operations and financial results; disrupted or delayed service by the distributors the Company relies on for the distribution of its wines; the Company's ability to successfully execute its growth strategy; the Company's success in retaining or recruiting, or changes required in, its officers, key employees or directors; the Company's ability to protect its trademarks and other intellectual property rights; the

Company's ability to comply with laws and regulations affecting its business, including those relating to the manufacture, sale and distribution of wine; claims, demands and lawsuits to which the Company may be subject and the risk that its insurance or indemnities coverage may not be sufficient; the Company's ability to operate, update or implement its IT systems; the Company's ability to successfully pursue strategic acquisitions and integrate acquired businesses; the Company's potential ability to obtain additional financing when and if needed; the Company's founders' significant influence over the Company; and the risks identified in the Company's other filings with the SEC. The Company cautions investors not to place considerable reliance on the forward-looking statements contained in this press release. You are encouraged to read the Company's filings with the SEC, available at www.sec.gov, for a discussion of these and other risks and uncertainties. The forward-looking statements in this press release speak only as of the date of this document, and the Company undertakes no obligation to update or revise any of these statements. The Company's business is subject to substantial risks and uncertainties, including those referenced above. Investors, potential investors, and others should give careful consideration to these risks and uncertainties.

Contact: freshvinewine@jonesworks.com

View original content to download multimedia: <https://www.prnewswire.com/news-releases/fresh-vine-wine-is-new-iga-strategic-red-oval-partner-for-the-united-states-and-international-markets-301561722.html>

SOURCE Fresh Vine Wine, Inc.