

July 21, 2022



# Fresh Vine Wine Unveils New Online Shopping Experience

**New perks for Wine Club members, along with reduced shipping rates for all online purchases now easier than ever at [www.freshvinewine.com](http://www.freshvinewine.com)**

MINNEAPOLIS, July 21, 2022 (GLOBE NEWSWIRE) -- 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 a number of improvements to its e-commerce site, [www.freshvinewine.com](http://www.freshvinewine.com), that will offer the ultimate in convenient shopping experience, a reduction in shipping rates on all purchases, while also adding new perks for its Wine Club members.

"The wine industry has been notoriously bound by traditional practices for generations in the cellar, but also in technology and e-commerce solutions. It has failed to evolve with user-friendly trends that you see in other industries, making online checkouts fast and easy with payment option flexibility," said Trent Brown, Chief Technology Officer, Fresh Vine Wine, Inc. "For two years, our team has been analyzing consumer trends and building a technological infrastructure to change that. Fresh Vine Wine's new e-commerce platform marks a new era in how consumers shop for wine online, streamlining outdated direct-to-consumer platforms and expanding user experience capabilities."

In an age of instant availability, offering Fresh Vine Wine customers flexibility is critical to ongoing success. Quarterly wine club shipments, previously worked, but customer sentiments show a desire for more frequency and control over product choice. Now members can select the varietal, number of bottles, as well as customize frequency for delivery.

"I am very pleased to introduce our new, online e-commerce site, [www.freshvinewine.com](http://www.freshvinewine.com). With the ability to have Fresh Vine Wine orders completed in as little as three clicks, we believe we have created the ultimate online Wine Shopping Experience, with the convenience and simplicity that distinguishes leading e-commerce sites. We have invested significantly in our e-commerce site to make it more user friendly, deliver better value, and provide quick and easy access to all of our premium varietals, while also improving our store locator to direct our consumers to their local stores. We will continue working closely with our e-commerce retailers as we expand Fresh Vine Wine availability across multiple retail channels," said Rick Nechio, Interim Chief Executive Officer of Fresh Vine Wine, Inc.

## **Key attributes of the new e-commerce site include:**

- New shipping rates for all purchases made on [www.freshvinewine.com](http://www.freshvinewine.com):
  - \$9.95 shipping for 1 bottle (previously \$17.95)
  - 2+ bottles free shipping (previously 3+ bottles)
- Fresh Vine Wine Club member perks:

- Now offering any 2 bottles for \$29.90; additional bottles for \$14.95 each (\*Excludes Limited Reserve)

**Fresh Vine Wine's** vision is to be the leading "Better For You" brand in this emerging category, capitalizing on the trend toward healthy living that is sweeping the food and beverage industry. Fresh Vine Wine's strategy is to accelerate growth in 2022 by amplifying its marketing, expanding its product offerings, and expanding its team. Fresh Vine Wine will continue to position its core brand lineup as an affordable luxury, between \$14.99-\$22.99. Sauvignon Blanc is Fresh Vine Wine's latest entry into the premium wine market.

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### **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 \$69 billion 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](http://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.



Source: Fresh Vine Wine