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# Fresh Vine Wine Announces the Release of its Brut Rosé Sparkling Wine

***Brut Rosé joins Sauvignon Blanc, Limited Reserve Napa Cabernet, Rosé, Pinot Noir, Cabernet Sauvignon and Chardonnay in Fresh Vine Wine's Expanding Portfolio of Premium Varietals***

Now Available at Retailers Nationwide, Major Online Wine Markets, and at [www.freshvinewine.com](http://www.freshvinewine.com)

MINNEAPOLIS, Aug. 11, 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 the release of its Brut Rosé Sparkling Wine, the seventh varietal in its expanding line up of premium wines.

Rick Nechio, Interim Chief Executive Officer of Fresh Vine Wine, Inc., said, "I am very pleased to introduce our latest varietal, Brut Rosé Sparkling Wine. This delightful, sparkling wine is at the intersection of two of the food & beverage industry's strongest trends. We chose to introduce Brut Rosé now to capitalize on the popularity of the Sparkling Wine varietal not only in the remaining months of summer but also extending into the Fall and the high-volume Holiday season, especially for New Year's toasting moments. With seven varietals in the most popular wine categories, we continue to add to our portfolio to appeal to a broader market of emerging affluent consumers."

Fresh Vine Wine's Brut Rosé is now available at select retailers and expanding to nationwide distribution. You can also purchase Fresh Vine Wine's Brut Rosé Sparkling Wine today online at [www.freshvinewine.com](http://www.freshvinewine.com) or at participating wine e-commerce retailers for \$24.99 per bottle.

Fresh Vine Wine's Brut Rosé Sparkling Wine is characterized by its gorgeous shade of pink and fruitful color. It has a fresh nose full of wild strawberries, green apples, and raspberries. Long-lasting bubbles sparkle on the tongue. Bright flavors of wild strawberry and peach linger across the palate, with a long, luscious finish with hints of red fruits. Brut Rosé has just 94 calories, 1.0 grams of sugar, 3.8 carbs, and an ABV of 11.5% (all average per 5oz glass).

**Fresh Vine Wine's** vision is to be the leading "Better For You" premium wine in this emerging category, capitalizing on the trend toward healthy living that is sweeping the food and beverage industry across all categories. Fresh Vine Wine's strategy is to accelerate growth by expanding its product offerings, actively growing distribution, educating consumers and retailers on our product line, and focusing on in-market retail execution. Fresh Vine Wine will continue to position its core brand lineup as an affordable luxury, between \$14.99-\$24.99.

Over the last 120 days, Fresh Vine Wine has added nearly 2,500 new Points of Distribution (PODs) for its premium wines as the brand continues to draw critical acclaim. As retailers

and online channels add Brut Rosé to their inventory this holiday season, we expect to see PODs correspondingly increase.

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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-\$24.99. 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.



Source: Fresh Vine Wine