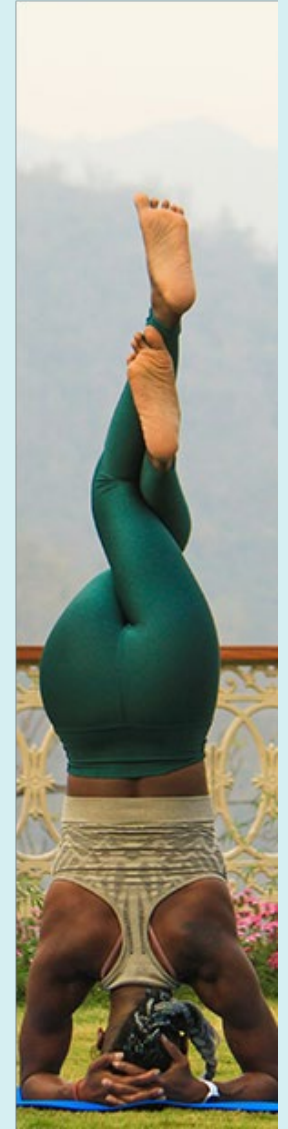
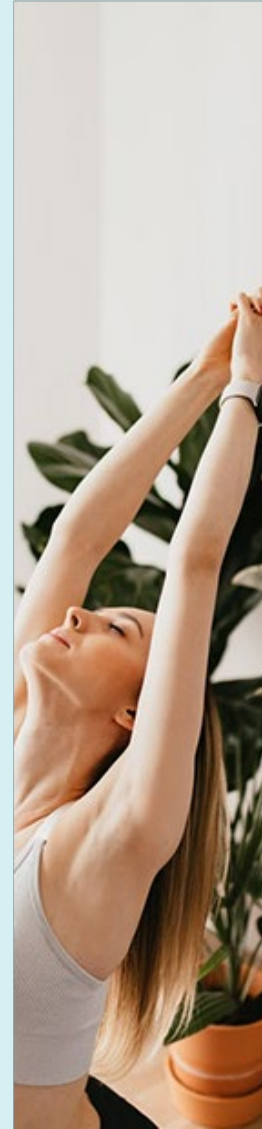
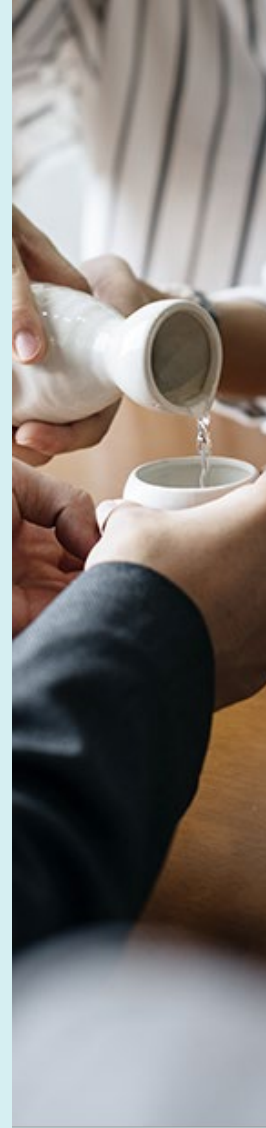




VINE CONNECTIONS

SAKE + WELLNESS



leaning into wellness in 2021



77%

of consumers intend to make more attempts to stay healthy in the future

57%

of consumers report being more concerned about their immunity as a result of COVID

2 in 5

consumers are looking for low-sugar alternatives to their favorite tippie, while refreshing, unique flavors, natural ingredients, and how well the drink pairs with food also are important considerations

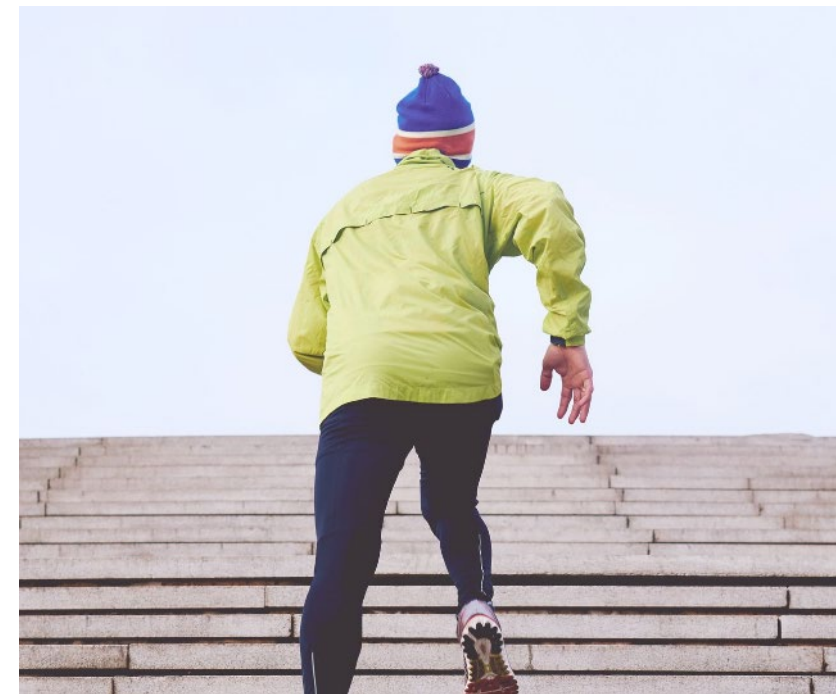
48%

of consumers plan to purchase more items related to health and wellness

元気

genki

a state of good health and high vigor, also a common greeting.



With growing consumer interest in the wellness category, **Japanese sake is primed to take center stage** as a more healthful imbibe choice.



wellness + social goes virtual

our daily wellness rituals, from working out to happy hour, found a new home at home.



- Peloton announced its first-ever quarterly profit, which was bolstered by a 172% surge in sales and more than 1 million people subscribing to its streaming classes
- ClassPass saw over 500 new fitness studios add to their platform in the first 4 weeks of COVID
- 2020 brought the start of wide-spread virtual happy hours and a way to connect with loved ones

sake is one of the most healthful alcohols



Low Sugar

Less than most other alcohols



Low in Tartaric Acid

The primary acid in wine that causes acid reflux and erosion of teeth enamel



Free of Tannins and Sulfites

For those looking to avoid wine headaches



Gluten Free

Good for those who are sensitive/celiac



Unique Formats

Premium Japanese sake comes in a variety of formats from single serve cans, 300ml bottles to larger formats for sharing



Stays Fresh Longer

Sake stay fresh up to 2-3 weeks in your fridge once opened so you don't have to finish all at once



80% Water Based

Arguably more hydrating than other alcoholic beverages



Contains Amino Acids

Sake contains three amino acids that can prevent osteoporosis and provides skin benefits

sake in the wellness industry



Beauty Buzz

Sake has long been used as a key ingredient in beauty products offering skin hydration and toning. Sake is even beneficial to bathe in

New Pick Me Up?

A recent study showed that certain sake yeast strains may give you a boost of energy and improve overall sleep quality

Good for the Gut

Studies have shown that sake can help digestion and improve gut health due the fermentation process and resulting enzymes

Sake for Athletes

Major wellness brands like Equinox and DailyBurn recommend sake for those looking to be more health conscious at happy hour





sake + food

Sake is even more food-friendly than wine & pairs with wine-averse superfoods like bitter greens & veggies. Since sake is made to enhance and harmonize with food, it won't overpower any pairing.



Michelin star chefs are reaching for sake over wine to make their food stand out.

sake recipes



Lower Alc Cocktails

Tea of Wisdom

3oz [Tozai Well of Wisdom](#)

3oz Chilled Green Tea

1/3 cup fresh cantaloupe chunks



Night in with Night Swim

At Home Face Mask

Mix 1-2 teaspoons of sake, like [Tozai Night Swim](#), into your favorite clay mask for anti-inflammatory & moisturizing properties.



Veggie Friendly

Rainbow Summer Rolls

Try pairing your favorite veggie dishes that may clash with wine, with sake instead. Like [Tensei Endless Summer](#) with fresh summer rolls filled with colorful vegetables. [Recipe here.](#)

sake sales are booming



21%

Sake Growth in the US
Retail Category

Vine Connections retail sales
are outperforming category
growth at **+74%**



3rd

Tozai is the 3rd largest imported
brand in the US, up **+18%**

Tozai Snow Maiden is the
top selling sku at Vine
Connections

**Nielsen Data 2020*





Sake consumers enjoy ordering online through mobile apps. Vine Connections e-commerce sales have grown **1,242%** in the last 6 months compared to the same time period in 2019

1. Outdoor / Active / Social / Foodie

Hub of their social circle and a taste maker

2. Professional / Health Conscious / On-the-Go

Appreciates quality and convenience

3. Cultured / Fashionista / Traveler / Adventurer

Music & travel is at the hub of all they do

4. Techie / Attracted to Good Design / Cultural Influencer

Sake encourages them to try something new

- 25-45 years old
- Craft beverage enthusiasts
- Tech savvy and comfortable ordering food & alcohol online
- Foodies that love to cook at home or pair with Asian takeout
- Wants to try sake with amazing food

why partner with vine connections

CATEGORY LEADERSHIP

Unmatched category focus, depth and quality

- Our breweries over-deliver on quality, scores, press and producer partners.
- Vine Connections currently commands over 11% of the Japanese Sake market in the US; up from 8% share in 2019!

Highest level service

- We provide custom-made products, materials & education that build success and impact.

Long term passion & commitment to our categories and business vision

- Our 20 years of category & industry expertise and thought leadership can't be matched.

INNOVATION

Cultivate forward-thinking ideas through insights

- We study market trends to provide sales insights and products that consumers want.

Adapting to an evolving industry

- We listen to the needs of the trade to best support you in industry shifts.

Improving practices to deliver superior results

- We continue to work smarter and more focused to deliver better service to you and our distributors.

EXPERT EDUCATORS

Adding value to all sales reps, buyers and consumers through expertise

- We are a valued consultant for our category & product expertise that enriches wine/sake programs.
- Monica Samuels, Director of Sake & Spirits is one of the top authorities of Japanese Sake in the US.

We educate beyond the tech sheet

- Our creativity fuels seminars, events and materials that are original, effective, and innovative.
- Vine Connections sake has had multiple recent features in the press including BuzzFeed: Everything You Need to Know About Sake, According to the Experts (May 2019) & The New York Times: Is Sake the New White Wine? (November 2019).



BuzzFeed

The New York Times



EATER

Paste

FORTUNE

MONICA SAMUELS

Vine Connections Director of Sake & Spirits



Named one of the top 50 under 40 future influencers of the global drinks industry by WSET & IWSC in 2019

Based in New York City, Monica Samuels is one of the country's most accomplished sake professionals and leads the Vine Connections team through education, marketing, and sales to drive retail, restaurant and consumer demand.

Monica has worked in the sake business for over 15 years and brings a unique perspective to the industry. She was named a "Top 40 under 40 - America's Most Influential Tastemakers" by Wine Enthusiast Magazine and recently awarded the prestigious "Sake Samurai" title by the Sake Samurai Association in Japan. Monica is a Level 3 Certified Instructor for the Wine & Spirits Education Trust (WSET).

CONTACT

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tozai everywhere

- ▶ **Retail Chain** (national & regional)
- ▶ **Asian Dining**
- ▶ **Independent Retail**
- ▶ **International Fine Dining**

Why?

- **Authentic**
 - Tozai is the 3rd largest imported sake brand in the US, and the ONLY top brand that is family owned & operated
- **Approachable**
 - Tozai is the 3rd largest imported sake brand in the US, and the ONLY top brand that is family owned & operated
 - Endless opportunities from suburban chains to Michelin restaurants
- **Unstoppable Growth**

Tozai sales have continued to boom during COVID:

 - +70% in Retail Chain and +99% in Independent Retailers
- **Premium**
 - High-quality sake, brewed in the birthplace of sake Kyoto, Japan



sake cans

- ▶ **Fast-casual dining**
- ▶ **To-Go centric accounts**
- ▶ **Hotel minibars**
- ▶ **Pool bars**
- ▶ **Golf course/outdoor bars**
- ▶ **Sports events & concerts**

Why?

- **Portable & Portioned**

Single-serve and easy to grab for on-premise with less of a focus on dining in

- **Soaring Category**

Single-serve & RTD category is booming with consumers seeking diversity. Bushido is the fastest growing sake can brand in US retail



launching March 2021!



boutique sake | with the wide variety of flavor profiles & styles, boutique sake provides endless ways to expand a selection

boutique sake | with the wide variety of flavor profiles & styles, boutique sake provides endless ways to expand a selection

Retail Focus

- Opportunity for thematic merchandising and cross sell opportunities
- Use flavor profiles to categorize for a more approachable selection
 - Savory/Umami for Winter and Fall
 - Fruity/Lighter for Spring & Summer
- 82% growth of Vine Connections' Boutique Sake in retail chains & +75% in independent chains during COVID



On-Premise Made Easy

Meat Lover's Sake



- Rich, savory & structured sake can stand up to a variety of meat dishes and pair beautifully
- Korean BBQ, Japanese teppanyaki, steakhouses with Wagyu beef

Seafood & Oyster Bars



- Lighter bodied, aromatic sake pair well with seafood dishes
- Pairing sake with oysters allows you to preserve the more nuanced textural and flavors of the oyster that a wine pairing may mask

Farm-to-Table Friendly



- Sake plays nicely with vegetable focused dishes that can often be hard to pair with wine
- Premium Japanese sake's healthful and clean profile make it ideal for sustainable and health focused accounts