



Surely

Made for
Happier Hours.

NON ALC.
BRUT
MADE IN
CALIFORNIA
Surely
100% FRESH VINE

MEET SURELY

Premium Non-Alcoholic Wine

Surely started as a project between friends to give people a sophisticated option when they choose not to drink, whatever the reason. *Our mission is to create the best of both worlds - craft great tasting wines that don't compromise your health.*

We work with a talented team of winemakers and source our grapes from premium regions in California.

We're inspired to create a social environment without alcohol that allows everyone to enjoy life's moments together.

Ryan Hanson - Founder & CEO



Non-Alcoholic

Less than 100 Calories

Low Sugar (<6g)

Made in California

“Surely Wines Offers All The Fun Of Drinking Without The Booze.”

Forbes



Consumers are choosing to drink less or not at all, but still desire to partake in the drinking occasion

- 80% of Surely customers still drink alcohol
- 40% of all drinkers are drinking less than they did 5 years ago
- 40% of people 21+ currently don't drink
- 20% - amount Gen-Z is drinking less than millennials
- 64% of Gen Z expects to drink less as they get older

SURELY PORTFOLIO

Varietal	Retail Price	LTM Sales	LTM Cases
Sparkling Rose - 750ml	\$24.99	\$1.4M	5,901
Brut - 750ml	\$24.99	\$1.1M	4,900
Sauvignon Blanc - 750ml	\$19.99	\$1.1M	4,952
Sparkling Rose - 4pk - 250ml	\$19.99	\$762K	6,283
Brut - 4pk - 250ml	\$19.99	\$500K	4,364
Bubbly Red - 4pk - 250ml	\$21.99	\$48K	408

Notes:

1. Bubbly Red launched on 12/15/22
2. LTM = FY 2022
3. Case = 12 bottles for 750ml and 24 cans for 250ml

“Our top pick
for non-alcoholic
wines in 2022”

COSMOPOLITAN



STANDING OUT AGAINST THE COMPETITION



	SURELY	Fre	Ariel	Leitz	Luminara	Giesen
Made with real, premium wine by world-class winemakers?	✓	✗	✗	✓	✓	✓
Under 6g of sugar with clean label?	✓	✗	✗	✗	✗	✗
Modern brand?	✓	✗	✗	✗	✗	✗
Building and cultivating community?	✓	✗	✗	✗	✗	✗
Sophisticated DTC engine?	✓	✗	✗	✗	✗	✗
Price Point - Opportunity to trade up the customer	\$24.99 / \$19.99	\$8.99	\$8.99	\$19.99	\$21.99	\$14.99

RETAIL DEMAND FOR NA WINE IS UNTAPPED

Customers are craving premium NA wine at retail but current products are not up to their standards

99% of Surely customers prefer to buy wine in stores

93% of people didn't like the NA wine they bought in stores

- Significant friction and high prices exist when purchasing wine online
 - Cost and time of shipping
 - Damages
- Surely has 100k+ customers that prefer to shop in stores and we will use our digital marketing engine to push them into retail
- Current products at retail only have a 7% approval rating
- Surely has a 30% retention rate even without the convenience and higher price points
- To try one bottle from drinksurely.com will cost you \$45 all-in; that same bottle will be available at retail for \$19.99; the convenience of retail will supercharge the NA category

SELL SHEETS

SURELY NON-ALC SPARKLING ROSÉ - 750ML BOTTLE

Surely's first born and still the fan favorite. Super refreshing and better than a boring water or sugary juice. The one to try if you are unsure about non-alcoholic wine.



**\$24.99
MSRP**

**20
CALORIES**

**2G SUGAR
1G ADDED**

Nutrition Facts	
About 3 servings per container	
Serving size	8 fl oz (240 mL)
Amount per serving	
Calories	20
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 0g	0%
Total Sugars 2g	
Includes 1g Added Sugars	2%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1.3mg	8%
Potassium 410mg	8%
<small>*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

INGREDIENTS:
De-alcoholized California Rosé Wine, Guava Concentrate, Grapefruit Juice, Sulfites (Preservative).

Tasting Notes:

Flavors of soft strawberry, pear, and tropical fruit notes are balanced with a light acid for a full finish.

Food Pairing:

Level-up your date night by pairing with delicately smoked fish, decadent sushi, or a thick slice of cheesecake.

Award Winning:

- Silver / 93pts from IWSC (International Wine & Spirits Competition)

MADE IN CALIFORNIA

Vegan Friendly • Gluten Free
Non-GMO



SURELY NON-ALC BRUT - 750ML BOTTLE

Surely's champagne or "Brut" (meaning dry with almost no sweetness) is a crowd pleaser. There's always a reason to celebrate. What is the occasion? Life is the occasion.



\$24.99
MSRP

30
CALORIES

6G SUGAR
3G ADDED

MADE IN CALIFORNIA

Vegan Friendly • Gluten Free
Non-GMO

Nutrition Facts	
About 3 servings per container	
Serving size	8 fl oz (240mL)
Amount per serving	
Calories	30
% Daily Value*	
Total Fat 0g	0%
Saturated Fat	0g 0%
Trans Fat	0g
Cholesterol 0mg	0%
Sodium 15mg	1%
Total Carbohydrate 6g	2%
Dietary Fiber	0g 0%
Total Sugars	6g
Includes 3g Added Sugars	6%
Protein 1g	
Vitamin D	0mcg 0%
Calcium	0mg 0%
Iron	0.9mg 6%
Potassium	260mg 6%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS:
De-alcoholized California White Wine, Grapefruit Juice, Guava Concentrate, Cane Sugar, Sulfites (Preservative)

Tasting Notes:
Hints of lemon, peach and passion fruit with dry acidity.

Food Pairing:
This bubbly gracefully compliments your celebratory spreads, from simple crudité to charcuterie boards. Break out the cavier.

Award Winning:
• Silver medal from New York World Wine Competition



SURELY NON-ALC SAUVIGNON BLANC - 750ML BOTTLE

The Surely team loves the SB on a hot summer day. Drink on days when you have a lot to do, or nothing at all. So refreshing you'll forget it's not alcohol.



\$19.99
MSRP

50
CALORIES

3G SUGAR
3G ADDED

MADE IN CALIFORNIA

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Non-GMO

Nutrition Facts	
About 3 servings per container	
Serving size	8 fl oz (240 mL)
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Amount per serving	
Calories	50
<hr/>	
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 10g	4%
Dietary Fiber 0g	0%
Total Sugars 3g	
Includes 3g Added Sugars	6%
Protein 1g	
<hr/>	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 0mg	0%
Potassium 380mg	8%
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<small>*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.</small>	

INGREDIENTS:
De-alcoholized California Sauvignon Blanc Wine, Guava Concentrate, Grapefruit Juice, Passion Fruit Juice, Cane Sugar, Acacia Gum, Sulfites (Preservative).

Tasting Notes:

Crisp & clean. This perfectly balanced, dry Sauvignon Blanc has soft notes of pear and sweet apple. Best served chilled.

Food Pairing:

The perfect companion to a simple salad or chicken entrée, but also self-possessed enough to accompany a hot-n-spicy curry, soup, or noodle dish.

Award Winning:

- Silver medal from New York World Wine Competition
- Silver medal from Las Vegas Wine Awards
- Bronze medal from IWSC



SURELY NON-ALC SPARKLING ROSÉ - 4PK - 250ML CAN

Bubbles on the go. Bring a 4 pack along to enjoy a refreshing and bright pink Sparkling Rosé anywhere you go. Even public places. A good intro to our #1 best seller (Sparkling Rose bottle).



\$19.99 4pk
MSRP

15
CALORIES

1G SUGAR
1G ADDED



MADE IN CALIFORNIA

Vegan Friendly • Gluten Free
Non-GMO

Nutrition Facts	
Serving size	1 can (250 mL / 8.5 fl oz)
Amount per serving	
Calories	15
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 10mg	0%
Total Carbohydrate 3g	1%
Dietary Fiber 0g	0%
Total Sugars 1g	
Includes 1g Added Sugars	2%
Protein 0g	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 1.3mg	8%
Potassium 400mg	8%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS:
De-alcoholized California Rosé Wine, Guava Concentrate, Grapefruit Juice, Sulfites (Preservative).

Tasting Notes:

Flavors of soft strawberry, pear, and tropical fruit notes are balanced with a light acid for a full finish.

Food Pairing:

Loves picnics in the park with sharp cheeses, sweet red berries, and dried apricots stylishly assembled on your favorite charcuterie board.

Other Notes:

Same wine as our Sparkling Rose bottle but in the convenience of a can

Single Can



4 Pack



SURELY NON-ALC BRUT - 4PK - 250ML CAN

Bubbles on the go. Bring this 4 pack along to enjoy our dry and crisp Brut anywhere you go. Even public places. Great on it's own or as a base to a white wine spritz.



**\$19.99 4pk
MSRP**

**25
CALORIES**

**5G SUGAR
2G ADDED**



MADE IN CALIFORNIA

Vegan Friendly • Gluten Free
Non-GMO

Nutrition Facts

Serving size	1 can (250 mL/ 8.5 fl oz)
Amount per serving	
Calories	25
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 20mg	1%
Total Carbohydrate 5g	2%
Dietary Fiber 0g	0%
Total Sugars 5g	
Includes 2g Added Sugars	4%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 30mg	2%
Iron 1mg	6%
Potassium 290mg	6%

*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS:
De-alcoholized California White Wine, Guava Juice, Grapefruit Juice, Cane Sugar, Sulfites (Preservative).

Tasting Notes:

Hints of lemon, peach and passion fruit with dry acidity.

Food Pairing:

Loves picnics in the park with hard cheeses, fresh veggies, and dark chocolate stylishly assembled on your favorite charcuterie board.

Other Notes:

Same wine as our Brut bottle but in the convenience of a can

Single Can

4 Pack



SURELY NON-ALC BUBBLY RED - 4PK - 250ML CAN

This unique canned red is a labor of love from our winemakers. We use a blend of premium Cabernet and Pinot Noir, dark cherry and white grape juice and add light bubbles to make this a truly Surely experience.



**\$21.99 4pk
MSRP**

**35
CALORIES**

**4G SUGAR
0g ADDED**



MADE IN CALIFORNIA

Vegan Friendly • Gluten Free
Non-GMO

Nutrition Facts	
Serving size	1 can (250 mL/ 8.5 fl oz)
<hr/>	
Amount per serving	
Calories	35
<hr/>	
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 9g	3%
Dietary Fiber 0g	0%
Total Sugars 4g	
Includes 0g Added Sugars	0%
Protein 0g	
<hr/>	
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 460mg	10%
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*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

INGREDIENTS:
De-alcoholized Red Wine Blend, Water, Cherry Juice, White Grape Juice, Natural Flavors, Carbon Dioxide, Sulfites (preservative).

Tasting Notes:

Fruit forward with effervescence creates a complex and surprising blend with dark cherry notes. Light chill recommended.

Food Pairing:

A versatile red to enjoy with simple charcuterie or at home for taco night. Clink cans over rich bbq meats or roasted pork (or veggies and jackfruit).

Other Notes:

Launched on 12/5/22

Single Can

4 Pack

