



# AUGUSTIMPORTS

WINES • SPIRITS • INNOVATIONS



## Seminar

**A Full Truck Is a Great Truck:  
Filling Your Truck With More Beverages**

## Presented by

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## BRIK<sup>win</sup>

Conveniently  
Awesome Wines  
from Italy

## La Perlina

Classically Stylish  
Italian Wines

DATA-DRIVEN • INNOVATIVE •  
**AI** BRAND LAB<sup>TM</sup>  
CONSUMER-TESTED



## PEEL<sup>TM</sup>

COMING SOON

Delicious  
Next-Generation  
Hard Tea

## SCARLET<sup>TM</sup>

VINEYARDS

Light and Sweet  
Sparkling Wines

## CURĒOUS<sup>TM</sup>

Refreshing and  
Revolutionary  
CBD Teas

Other Acclaimed  
August Imports Brands



GIOCATO

La Quercia

Since 2021, August Imports has specialized in the import, education, and sale of high-quality wines from all over the planet.



www.AugustImports.com | www.AugustImports.com/BrandLab

# La Perlina



**BRAND STORY:** With soft, pearl-like bubbles, La Perlina, or “Little Pearl,” draws its inspiration from the soft bubbles in sea foam and color palette of the Adriatic Sea near Venice, Italy. Grown at a higher altitude than most other whites in the region, the wines have exceptional aromas, flavor and crispness.

**SALES BENEFIT:** AVAILABLE IN 375ml ALUMINUM BOTTLES! The cap is resealable, the bottles are convenient where glass is not allowed, and cools 5x faster than glass. The package is environmentally friendly, 100% recyclable, and 62% lighter than glass, significantly reducing greenhouse gas emissions.

# BRIK



**BRAND STORY:** We believe in building things: better moments, better lives, a better planet. We like to renovate, innovate, and make what’s old new again: That’s why we celebrate industrial design on the label, eco-friendly packaging, and sustainable farming. We pride ourselves on having developed the best Italian Chardonnay, Pinot Grigio, and Red Blend available in a box...and because 100% of BRIK’s transport has its carbon emissions offset, it’s basically like the vines grew in your backyard!

**SALES BENEFIT:** 3 Liters in the U.S. are +13.5%, 53.4 million cases in 2021, with 1/3 to young consumers. 7 Brands comprise 96% of U.S. sales. The fastest growing category is \$21-\$24 SRP. BRIK 3LTs are now available, 500mls launched in 5 states: 20,000 cases shipped as of Fall 2022.

# SCARLET

VINEYARDS



**BRAND STORY:** Scarlet wines are light and fresh, naturally low in alcohol and calories – AND bursting with delicious fruity flavor.

**SALES BENEFIT:** U.S. sales of low ABV wines is +10.4%, \$3.1B in 2021. Modeled after Stella Rosa™ sparkling wines, the #1 Selling Import Brand in U.S., +41% from 2015 – 2021, 5.6M annual cases. SRP is \$13-\$17 (Super Premium).

# CURÉOUS



**BRAND STORY:** We hand-select our hemp and carefully brew it with the finest teas from India and China. Plus, our patented FlavorFit Fusion™ Technology makes our energizing CBD tea taste better – and better for you!

**SALES BENEFIT:** Cannabis consumption +63% since 2018 (THC and CBD). 2/3 of cannabis consumers purchase CBD. 16% (40M) of U.S. Adults are CBD Consumers. Legal in 33 U.S. States. 87% of current CBD consumers plan to continue CBD use. 52% of consumers prefer infused tea to enjoy CBD (#1 overall).

# PEEL



**COMING SOON:** A high-altitude tea from India with fantastic lemon flavor! Contains Limonene, an antioxidant, and adaptogen.

**SALES BENEFIT:** Hard Tea Category +32.8% YoY. Twisted Tea #1 Brand: 22M cases. PEEL is the perfect alternative!



Exclusive Patented **FlavorFit Fusion™** Beverage Technology. Provides outstanding Flavor – no bitterness. Perfectly blends ingredients and always shelf-stable. 100% accurate dosage of CBD for CURÉOUS, and Limonene for PEEL.