



The first premium,
single-serve pouch wine.

2014 MEDIA KIT | NUVINO.COM

Wine for one. Wine for all.

Nuvino is a radical departure in winemaking. The first premium single-serve pouch wine, Nuvino goes anywhere, anytime. The lightweight, unbreakable pouch requires no corkscrew to open and is ideal for use anywhere bulky, heavy glass containers are undesirable.

Bring Nuvino outdoors, to the beach or to a concert under the stars.
One glass at a time.



nuvino

Red Blend
Swan Hill • Australia • 2013

Award Winning  187ml

nuvino

Malbec
Maipú, Mendoza • Argentina

Award Winning  187ml

nuvino

Sauvignon Blanc
Central Valley • Chile • 2013

Award Winning  187ml

nuvino

Chardonnay
Cape Winelands • South Africa • 2013

Award Winning  187ml

Have wine. Will travel.

Typically, those two thoughts haven't paired very well together. Bulky, breakable wine bottles aren't exactly the best travel buddies. Wine is like the friend you'd invite over for dinner but never leave the house with because they're too fragile in new environments.

It's time for a new friend.

PRODUCT HIGHLIGHTS:

- **Single-Serve RTD** – 1-glass portion (187ml)
- **Convenience** – Light, portable, unbreakable, resealable
- **Unique** – First premium wine in single-serve RTD pouch
- **4 Great wines** – from 4 celebrated wine regions
- **Easy open** – No corkscrew! Drink from spout or pour
- **PreservPak** – Eco-friendly pouch preserves wine
- **MSRP** – \$3.99



Single serve
1-glass portion
(187ml)



Great wine
from 4 celebrated
wine regions



Convenient
light, portable,
unbreakable

Our Products



Sauvignon Blanc
Chile
Central Valley
2013

187ml
13.0% ABV



Chardonnay
South Africa
Cape Winelands
2013

187ml
13.5% ABV



Malbec
Argentina
Maipú, Mendoza
2013

187ml
14.5% ABV



Red Blend
Australia
Swan Hill
2013

187ml
13.9% ABV

Press Release

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NUVINO™ LAUNCHES AS FIRST, PREMIUM SINGLE-SERVE WINE IN POUCH New Product Reinvents How Wine is Packaged, Served and Enjoyed

Moorpark, Calif., March 24, 2014 – Miravante Brands LLC and Kretek International today unveiled Nuvino™(www.nuvino.com), a new line of premium single-serve wine in a pouch from vineyards around the world. Designed for wine lovers, novices and everyone in between, Nuvino is designed to meet a growing consumer demand for:

- **Single-Serve Wine** – Ability to enjoy a full glass of wine (187 ML) anywhere, anytime without opening an entire bottle;
- **Convenience** – Light, portable, unbreakable and resealable;
- **Quality, international varietals** – Opportunity to experience premium wines from around the world. The initial line will include wines from four different countries;
- **Ease of use** – With no corkscrew, simply drink from the spout or pour the wine into a glass; and
- **Eco-friendly packaging** – Innovative PreservPak preserves wine for a minimum of 12 months.

“Nuvino goes anywhere, anytime – one glass at a time – from intimate settings such as picnics, poolside and golf outings to larger gatherings such as outdoor concerts, sporting events and tailgating,” said Jason Carignan, President of Miravante Brands LLC, the company that developed Nuvino. “Our research shows that today’s discriminating consumers, in particular a skyrocketing number of Millennials, are seeking wines that allow them to experience unique varieties from around the world, but with the simplicity of a convenient, single-serve format.”

“Nuvino is not only convenient for individuals on-the-go, but is also ideal for the hospitality and travel industry, sports and entertainment venues and other recreational facilities that are always seeking for more ways to capture and grow on-premise wine sales,” added Carignan. “For servers and consumers, the Nuvino wine pouch is a safe, unbreakable, lightweight package that doesn’t require a corkscrew to open. This allows hotels, casinos and resorts to offer premium wine throughout their facilities (pools, tennis courts, in-room) safely and in single-serving size.”

Press Release (continued)

Expected to retail for \$3.99 MSRP, Nuvino is launching with four premium varietals:

- Sauvignon Blanc from Chile's Maule Valley – Has fresh aromas of white flowers and crisp citrus notes combined with green apples and white peaches;
- Chardonnay from South Africa's Cape Winelands – The zesty, unoaked wine features a nice balance of vanilla, pineapple and ripe peach flavors;
- Malbec from Mendoza's Maipú wine region in Argentina – This deep violet wine explodes with plum, black currant and vanilla notes; and
- Red Blend from Australia's Swan Hill wine region – Features silky smooth flavors of plums, mulberries and hints of oak.

Nuvino is manufactured and distributed under an agreement between Miravante Brands, LLC and Kretek International, a privately-held business that manufactures and distributes products to more than 100,000 convenience stores and the top national retailers in all 50 U.S. states and Canada.

"As a leading manufacturer and distributor, Kretek is always looking for strategic initiatives to expand its portfolio," said Mark Cassar, CEO of Kretek International. "We are excited about our partnership with Miravante and about the innovative Nuvino, which is the perfect flagship product for our growing wine and spirits portfolio."

Miravante and Kretek are already receiving strong interest from distributors and retailers and are actively seeking new wine distributors across the country.

For photos and images of Nuvino, please visit: <http://bit.ly/1fzqtNg>

About Miravante Brands, LLC

Founded in 2013, Miravante Brands, LLC is an independent brand development company dedicated to bringing innovative new wine and spirits products to market. The company's first product, Nuvino, is a single-serve, premium wine in a pouch designed to meet a growing consumer interest in international varietals available in smart, convenient packaging. For more information, visit Nuvino.com.

About Kretek International

Founded in 1982, Kretek International, Inc. is a privately held distribution and marketing company specializing in convenience, drug, gas, liquor, mass market and club stores. Based in Moorpark, Calif., Kretek's mission is to continuously provide superior quality and value in a growing range of imported tobacco products and accessories, and personal products for its customers and consumers. For more information, visit Kretek.com.

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Fact Sheet

Nuvino™ is the first line of premium single-serve wine in a pouch from vineyards around the world. The lightweight, unbreakable pouch requires no corkscrew to open and is ideal for use anywhere, anytime.

Nuvino will launch with four different varietals:

- **Sauvignon Blanc from Chile's Maule Valley – 2013 – 187 ml – 13.0% ABV:** The Sauvignon Blanc has fresh aromas of white flowers and crisp citrus notes combined with green apples and white peaches;
- **Chardonnay from South Africa's Cape Winelands – 2013 – 187 ml – 13.5% ABV:** The zesty, unoaked wine features a nice balance of vanilla, pineapple and ripe peach flavors;
- **Malbec from Mendoza's Maipú wine region in Argentina – 2013 – 187 ml – 14.5% ABV:** This deep violet wine explodes with plum, black currant and vanilla notes; and
- **Red Blend from Australia's Swan Hill wine region – 2013 – 187 ml – 13.9% ABV:** Features silky smooth flavors of plums, mulberries and hints of oak.

Nuvino's PreservPak pouch is a highly-durable, proprietary four-layer pouch construction designed to have a shelf life of a minimum of 12 months. Nuvino fits in a pocket, is easier to conceal and won't accidentally open in a purse or pack. The pouch also is resealable and protects the wine better than other formats.

Nuvino is developed by Miravante Brands, LLC, an independent brand development company dedicated to bringing innovative new wine and spirits products to market. It is being manufactured and distributed under an agreement between Miravante and Kretek International, a privately-held business that manufactures and distributes products to more than 100,000 convenience stores and the top national retailers in all 50 U.S. states and Canada. For more information about the companies, visit miravante.com and krettek.com.

Nuvino is being initially licensed for sale in 16 states and expected to be nationwide by the end of 2014. The brand is currently targeting national grocery and drug store retailers, big box stores and independent wine and liquor stores.

For more information about Nuvino, please visit nuvino.com.

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Our Founder



JASON CARIGNAN
PRESIDENT, MIRAVANTE BRANDS, LLC

Jason Carignan is President of Miravante Brands, LLC, an independent brand and product development company focused on launching innovative new wine and spirits concepts. The company's first product, Nuvino, a single-serve, premium wine in a pouch, will launch in April 2014.

Jason began his career in marketing but his passion for design, innovation and trend-spotting quickly had him working seamlessly across many fronts as brand consultant, experience architect, product designer, entrepreneur and writer.

Early in his career, Jason worked as a marketing executive in the banking industry where he gained extensive client-side brand management experience and organizational fluency for getting things done in large firms. In 2003, he formed Tonic, a boutique brand and design consultancy located in Southern California, where he helped launch innovative products and experiences for leading healthcare, hospitality, financial services and technology brands including Anthem Blue Cross, The Four Seasons, Countrywide Bank, USAA and Sprint.

By 2009, Jason's experience developing breakthrough products eventually led to the creation and co-founding of Vapur, the original foldable reusable water bottle. Vapur's eco-friendly Anti-Bottles® have won a number awards from Outside Magazine, Backpacker, National Geographic and Men's Journal and have been adopted by athletes, celebrities, activists and families alike. Vapur products are now sold in stores across the U.S. and more than 20 countries worldwide.

Tonic eventually merged with Red Marketing in 2010, where Jason continues to serve as Partner, leading key client engagements for retail software giants Aspect, JDA and RMG Networks among others.

Jason is a frequent guest speaker and serves on the Board of the American Red Cross Ventura and the Dean's Advisory Council for California Lutheran University's School of Management where he also holds a bachelor's degree in Advertising. He currently resides in Thousand Oaks, Calif. with his wife and two sons.



nuvino.com

Enjoy Responsibly

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