

San Antonio
Extremo

RIBOLI HISTORY OF HIGH-PROOF WINES



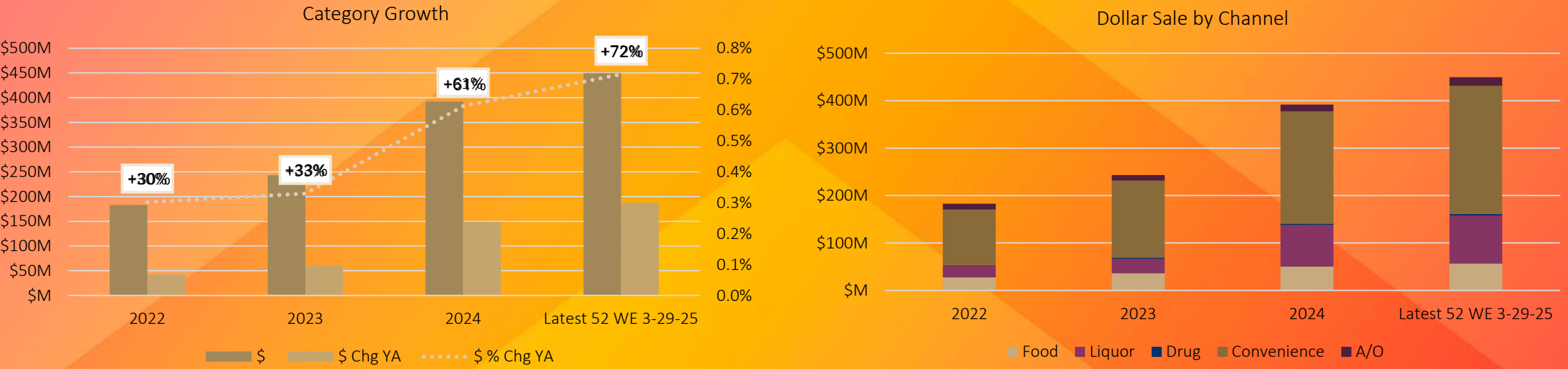
Since the 1950s, the Riboli Family has been crafting exceptional wines. With their renowned **San Antonio Collection**, they've cultivated a vast and appealing portfolio of **sweet, higher-alcohol wines**, consistently capturing evolving consumer preferences.

Bottle circa 1950's

THE HIGH-ALC SWEET WINE CATEGORY

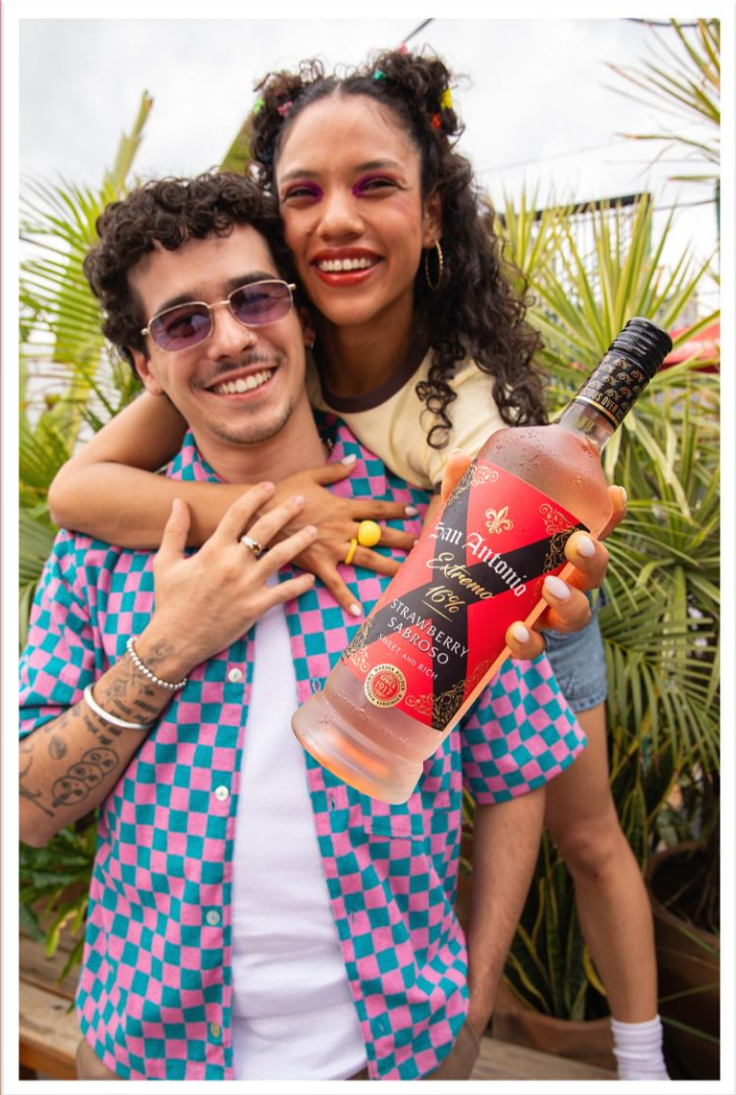
Definition: *Wine-based cocktail and flavored wine with 15-21% ABV*

The High-Alc Sweet Wine category is on a powerful growth trajectory, now a **\$511M / 3.2M case** segment. Dollar sales are up **+70%** vs. last year and **+219%** vs. three years ago — with growth happening **across all major channels** and the convenience channel leading the way. This sustained momentum highlights strong consumer demand and a prime opportunity for continued expansion.



Data source: NIQ, Total US x AOC + Liquor Open State + Conv, Calendar year 2022, 2023, 2024. Latest 52 weeks ending 7-5-25

WHY SAN ANTONIO EXTREMO?



EVOLVING CONSUMER PREFERENCES

A growing segment of wine drinkers prefers sweet, high-ABV, flavored wines that deliver boldness while maintaining a smooth, enjoyable experience.

A RAPIDLY GROWING MARKET

Hispanic consumers are shaping trends, driving purchasing power and redefining consumer behavior.

With approximately 65 million Hispanics, U.S. Hispanic buying power is anticipated to reach \$2.76 trillion by 2026.

CULTURAL CONNECTION

With its authentic, bilingual, and modern approach, San Antonio Extremo will create a genuine connection with the Hispanic consumer through meaningful cultural relevance.

HOW IT'S MADE - HIGH ABV

1. HARVEST GRAPES BY HAND IN LATE SEPTEMBER:

This is a little bit later than the usual harvest since we need higher sugar content in the grapes.

2. TRANSPORTATION FROM VINEYARDS TO WINERY:

This is done in the shortest time possible to preserve all organoleptic characteristics of the grapes.

3. CRUSHING:

This crucial step gently breaks the grape skins, allowing the juice to be released.

4. SOFT PRESSING OF THE GRAPES:

We do not use metal presses but gentle presses (they have two bags that are inflated with air to press the grape).

WHITES: Moscato Grapes

REDS: Brachetto Grapes

ROSÉ: Moscato grapes with some Brachetto Grapes

5. FERMENTATION:

Occurs at controlled temperature of 15° C (59° F) and is longer (25 days). The fermentation takes place in pressurized vats vs open vats. We believe that the still nature of the wine enhances the characteristics of this blend.

6. STABILIZATION AND FILTERING:

The temperature of the wine is lowered to 0° C (32° F) and passed through panel filters that yield a bright, flavorful wine.

7. BLENDING:

We blend with dynamic natural flavors that are distilled from fresh fruit that we source all around the world.

COMPETITIVE LANDSCAPE

Competitive set highlights high ABV, flavor profile, and price point.



\$14.99



\$10.99



\$11.99



\$8.99



\$14.00



\$12.99

San Antonio
Extremo

BRAND BACKGROUND

SAN ANTONIO EXTREMO TAKES THE RIBOLI LEGACY
TO THE NEXT LEVEL

BUILT FOR THOSE WHO LIVE LIFE AT
FULL VOLUME. EVERY SIP HITS WITH
VIBRANT, HIGH-IMPACT TASTE AND
UNAPOLOGETIC STRENGTH.

So chill it, pour it, and level up your moment with

**SAN ANTONIO EXTREMO—
SWEET FLAVOR. SABOR EXTREMO.**



BRAND POSITIONING

TARGET CONSUMER:

21-35 YO Consumers | Males & Females | Hispanic/Latinx

BRAND VOICE:

Unapologetic | Confident | Inclusive | Authentic | Bilingual | Culturally-rooted

BRAND TONE:

Vibrant | Loud | Proud | Upbeat | Bold | Energetic

KEY SELLING POINTS:

16% ABV | Flavored Wine | Affordable Price Point | Vegan | Gluten Free

San Antonio
Extremo

SWEET FLAVOR. STRONG SPIRIT.
SABOR EXTREMO. ESPÍRITU FUERTE.

16%
ABV

**STAY
EXTREMO**

WINES



HOW WE LOOK



HOW WE LOOK



*San Antonio
Extremo*

MARKETING PLAN

MARKETING STRATEGY

BRAND AWARENESS

Social social social! Drive brand awareness through authentic influencer campaigns, organic content, and targeted paid ads.

CONSUMER ENGAGEMENT

Build emotional connection and resonance through captivating visuals, bilingual content and culturally relevant campaigns

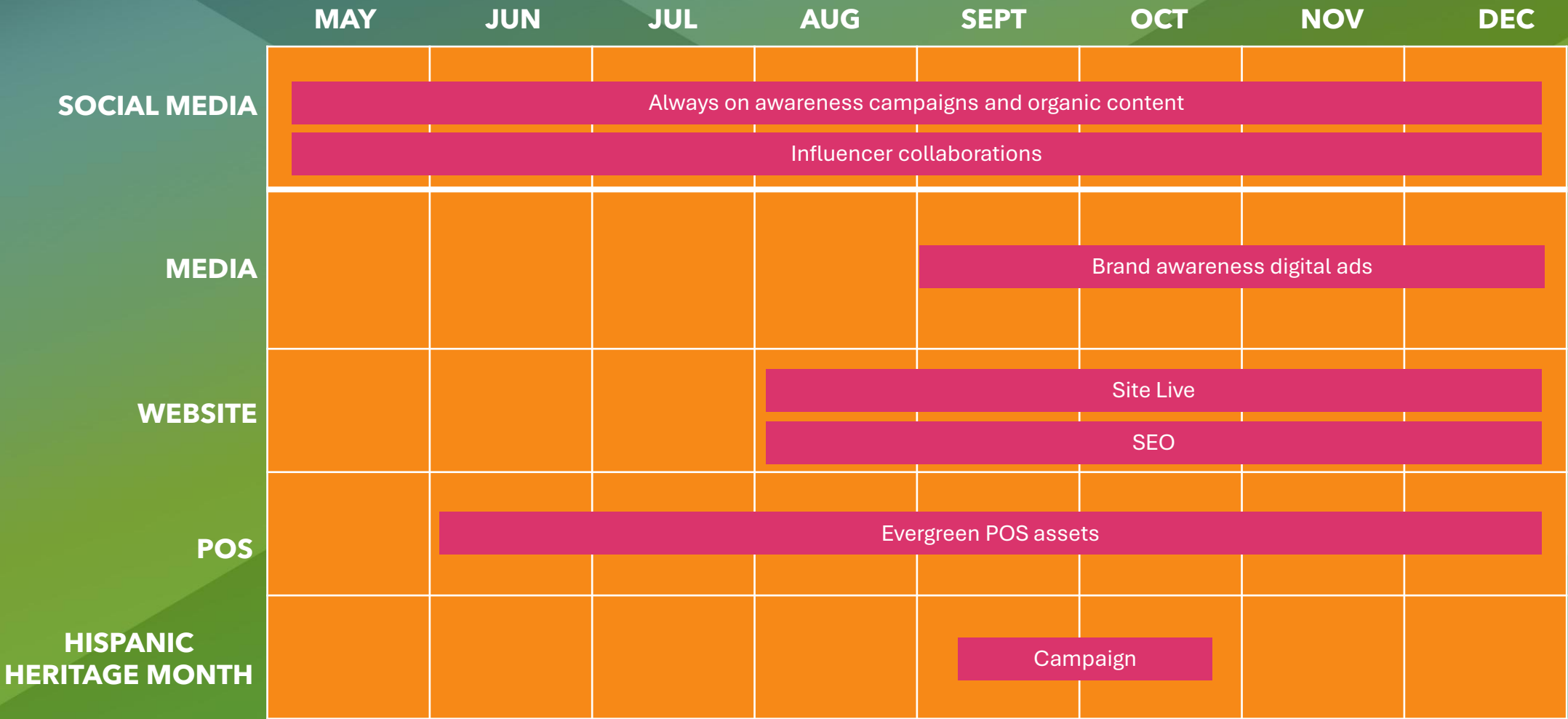
CONVERSION

In-store POS
Digital shelf
Product trials

50%
Spanish
50%
English

**Cultural
Connection**

MARKETING SUPPORT TIMELINE



SOCIAL MEDIA PLAN

Key channel for connecting with our consumer, driving brand awareness and emotional connection. We will leverage content rooted in culture, flavor, and community.

Organic Content	Paid Content	Influencers
• Photo and video content • Motion graphics • Consumer education • Consumer lifestyle • Product highlights	• Photo and video content • Awareness • Engagement • Retargeting • Traffic	• Hispanic/Latinx creators • Product reviews • Lifestyle • Occasion use • IG, Tiktok and FB placements

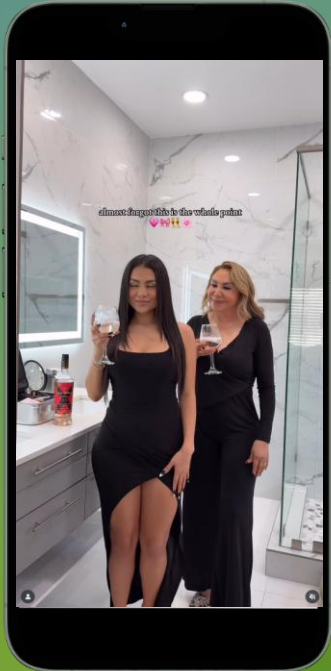


@extremowines

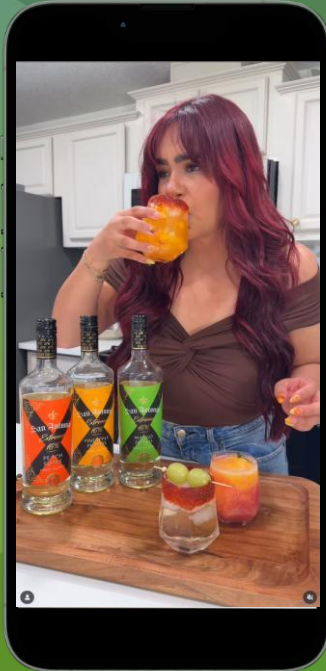


SOCIAL MEDIA EARLY INSIGHTS

Top performing influencer posts:



@marlenedizzle
302K followers
146K reel views



@genevieve.carranza
227K followers
776K reel views



@drinkswithsserg_
119K followers
51.2K reel views

Performance highlights:

Follower growth: +533% on IG in the last month

Engagement: +200K page engagements across all platforms

Impressions: +400K across all platforms in the last 2 months

DIGITAL PRESENCE

DIGITAL SHELF ASSETS



EVERGREEN POS ASSETS



Case tucker



Case card



Cling



Posters



Base wrap

Shelf talkers

