

16%
ABV

TURNT UP



ENJOY CHILLED ON THE ROCKS

TURNT UP

**16%
ALC**

ALL THE WAY

In a world where mediocrity is the norm, Turnt Up dares to stand apart. Born from the relentless pursuit of boldness, Turnt Up is for those who live life on their own terms, rejecting the ordinary to embrace the extraordinary. It's for the movers, the shakers, the ones who refuse to blend in.

With **16% ABV** and a powerful punch of flavor, Turnt Up is more than just a drink – it's a statement. It's made for those who own the night, push boundaries, and never apologize. A drink for the unapologetic, Turnt Up is here to change the game.

HIGH-ALC SWEET WINES CATEGORY IS ON A POWERFUL GROWTH

Dollars are up

+52%

vs. Last Year

Dollars are up

+221%

vs. 3 Years Ago

TURNT UP OFFERS A BOLD, FUN, AND FLAVORFUL DRINK THAT CATERES TO THE GROWING DEMAND FOR HIGHER ABV BEVERAGES.

CONSUMERS ARE DEMANDING CONVENIENCE

High-Alc Sweet Wine buyers skew toward Gen Z, Millennials, and Gen X, with strong multicultural representation. These younger consumers are more inclined to spend, prioritize convenience, dine out more frequently, and seek new experiences, reinforcing that this emerging category aligns well with their current lifestyle stage.

source: NIQ; Numerator Insights, Shopper Profile Report, 12 Months Ending 12/31/2025

NIQ; Total US xAOC + Liquor Open State + Conv; Latest 52 weeks ending 12/27/25



GRAPE

BOTTLE UPC



0 87872 63891 3

OUTER CASE UPC



10087872638910

BLUE-BERRY

BOTTLE UPC



0 87872 63895 1

OUTER CASE UPC



10087872638958

BLACK-BERRY

BOTTLE UPC



0 87872 63867 8

OUTER CASE UPC



10087872638675

STRAWBERRY

BOTTLE UPC



0 87872 63869 2

OUTER CASE UPC



10087872638699

WATERMELON

BOTTLE UPC



0 87872 63874 6

OUTER CASE UPC



10087872638743

PEACH

BOTTLE UPC



0 87872 63868 5

OUTER CASE UPC



10087872638682