

A person wearing a blue and white striped shirt is holding a purple drink. Next to them is a bottle of Magnum VS 16% Midnight Berry vodka, which is placed inside a bucket covered in reflective mosaic tiles. The bucket is filled with ice. The background is dark and textured.

MAGNUM VS

High Proof
HIGHER PLEASURE

MAGNUM VS

ALC
16%
BY VOL

ENJOY CHILLED
**ON THE
ROCKS**

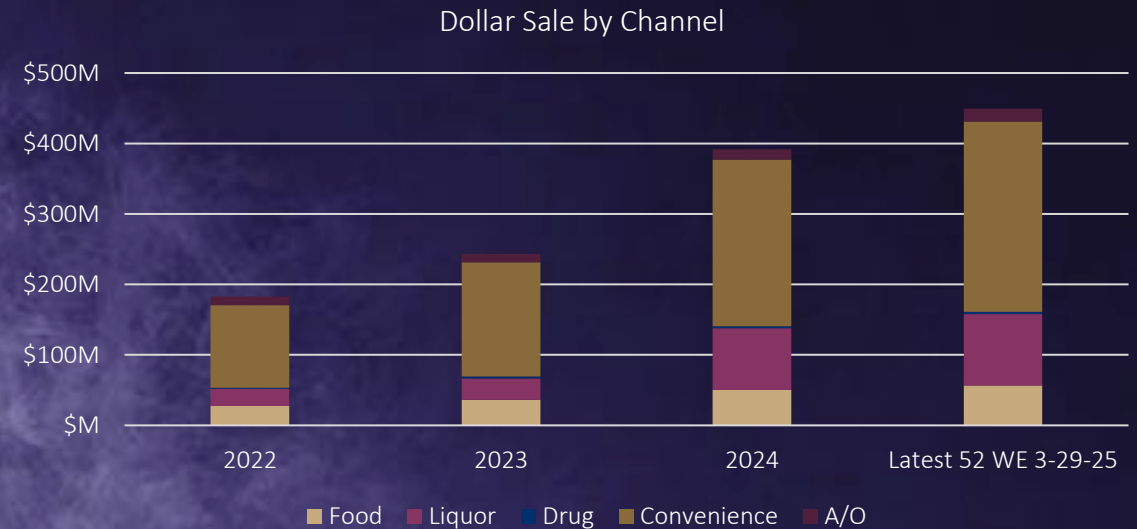
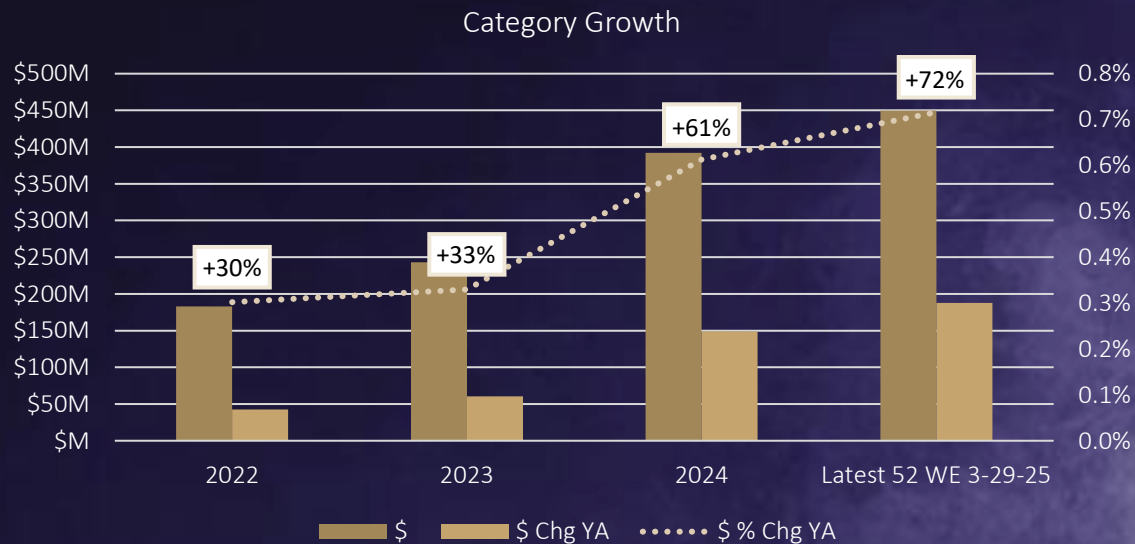
BOLD WINE
**SMOOTH
INDULGENCE**



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 xAOC + Liquor Open State + Conv; Calendar year 2022, 2023, 2021. Latest 52 weeks ending 7-5-25

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.

**MAGNUM VS IS
CRAFTED FOR THOSE WHO
MOVE WITH CONFIDENCE
AND INDULGE WITHOUT
HESITATION TO ENJOY LIFE'S
PLEASURES**

KEY MESSAGING

PLEASURE



CONFIDENCE



INDULGENCE



MAGNUM VS

High Proof HIGHER PLEASURE

Step into the world of Magnum VS, where every sip drips with pleasure and every pour hits different. Crafted for those who move with confidence and indulge without hesitation, Magnum VS is more than just wine—it's a sweet, smooth, high-proof temptation in a bottle.

So go ahead—pop that bottle, pour up, and let the sweet drip take over. Magnum VS is here to elevate the moment and amplify the vibe.

Magnum VS—Bold. Smooth. Unapologetic.



MAGNUM
VS

MIDNIGHT BERRY

BOLD AND RICH SWEET RED WINE

Drenched in rich, dark berry and a luscious, velvety sweetness, this high-proof wine cocktail delivers a powerful taste experience with a lingering, unforgettable finish. Whether you're celebrating, vibing, or just setting the mood, pour up and pass that sweet drip—because every moment deserves to be soaked in flavor.



MAGNUM
VS

WILD STRAWBERRY

LUSH & WILD STRAWBERRIES

Drenched in juicy, ripe strawberries that tease with every sip. Smooth, velvety, and irresistible sweet, it delivers a lush, lingering finish that keeps you craving more. Rich, bold, and unapologetically indulgent, it's made for those who sip with confidence and savor every moment.



MAGNUM
VS

PEACH PASSION

GOLDEN PEACHES & THICK HONEY

Overflowing with ripe, sun-kissed peaches. Every sip is coated in golden honey, creating a smooth, velvety texture that melts with each sip. Juicy and irresistibly sweet, it delivers a refreshing burst of tropical flavor with a lingering, luscious finish.



MAGNUM
VS

WATERMELON KISS

MOUTHWATERING WATERMELON

Dripping with ripe watermelon and succulent berries, this high-proof sweet wine cocktail delivers a silky-smooth finish that lingers long after the last sip. Whether you're celebrating, vibing, or setting the mood, pour up and pass that sweet drip.



CONSUMER PROFILE

CORE CONSUMER

- Age: 25-40
- Multicultural, with a strong resonance in communities where bold, high impact wine brands thrive.

KEY SELLING POINTS

- 16% ABV
- Flavored Wine Cocktail
- Affordable Price Point

LIFESTYLE

- Nightlife driven: clubs, lounges, kickbacks, concerts.
- Social media savvy.
- Looks for affordable luxury and products that feel elevated without being out of reach.

MINDSET

- Craves drinks that match their energy: vibrant, flirty, loud, and unapologetic.
- Chooses brands that feel like a part of their vibe, not just something to drink.
- Values bold flavors and high ABV as a way to level up their night.

PEOPLE BEHIND THE POUR



SEDUCTIVE



DRIVEN BY
EXCITEMENT



POUR UP
CULTURE

BOLD
PLEASURE



HIGH ABV
SEEKER



CONFIDENT AND
ALLURING



COMPETITIVE LANDSCAPE

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



\$14.99



\$10.99



\$11.99



\$8.99



\$14.00



\$11.99



**Maryland, Florida,
New York, North
Carolina, Illinois**

MARKETING SUPPORT

Prioritize brand awareness, consumer education, engagement, and conversion to gain market share and establish a strong market presence.

SOCIAL

- Influencer collaborations
- Paid ads
- Organic content
- Consumer sweepstakes

ECOMM

- Digital shelf assets to highlight product's key selling attributes.



MEDIA

- Brand awareness digital ads
- Product website focusing on consumer education and driving to online retail

RETAIL

- Evergreen POS assets
- Case cards, case tuckers, shelf talkers

SOCIAL MEDIA



INFLUENCER HIGHLIGHTS

27.4M

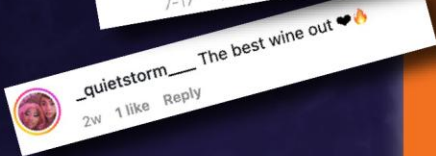
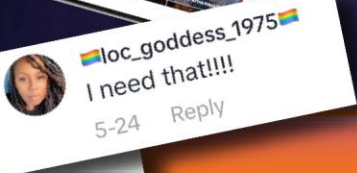
Impressions

21M+

Video Views



@MOANDMAROFFICIAL



MAGNUM VS

SOCIAL IMPACT

SCALE. ENGAGEMENT. CONVERSION.

GROWTH IN MOTION

174K
Engagements

10.5K+
Total Followers



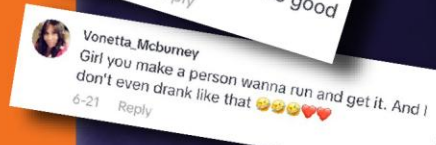
ADS THAT DELIVER

\$99K

Purchase Intent

131K+

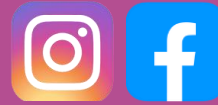
Total Link Clicks



OUR POWER ON SOCIAL MEDIA



6.5K Followers
2.1M Impressions
48K Engagements



6.1K Followers
5M Impressions
32K Engagements

@QUEEN.OLU

@Queen.Olu's face-to-camera "Cuffing Season 101" reel hit the sweet spot: playful, relatable, and effortlessly shareable. Her direct, friendly tone drew viewers in fast—making it feel like advice from a friend, not an ad.



749K

VIDEO
VIEWS



6.3K

ENGAGEMENTS
(likes, comments, shares, saves)



264

SHARES

WATCH ON INSTAGRAM



@MOANDMAROFFICIAL

@MoAndMarOfficial's humor and fun personalities made this cuffing-season reel impossible to scroll past. The playful tone and relatable vibe kept people watching and engaging, driving 719K views and nearly 13K engagements—proof that entertaining, personality-led content resonates on social.



719K

VIDEO
VIEWS



12.6K

ENGAGEMENTS
(likes, comments, shares, saves)



1.2K

SHARES

WATCH ON INSTAGRAM



@TAPPEDINREVIEWS

@TappedInReviews' candid review sparked curiosity and positive reactions by showing real excitement and tasting Magnum VS on-camera. The authentic voice encouraged viewers to watch and engage, driving 428K views, 24K engagements, and thousands of shares and saves.



428K

VIDEO
VIEWS



24K

ENGAGEMENTS
(likes, comments, shares, saves)



303K

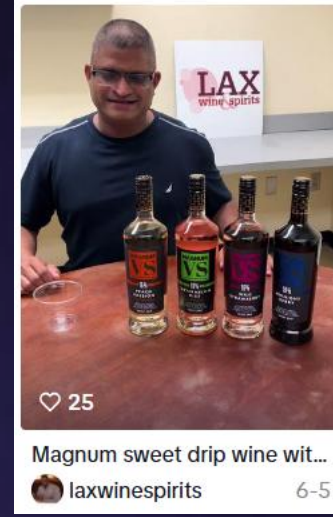
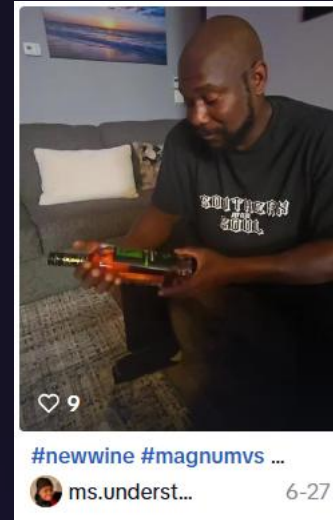
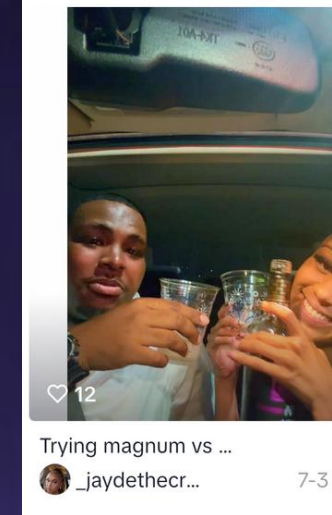
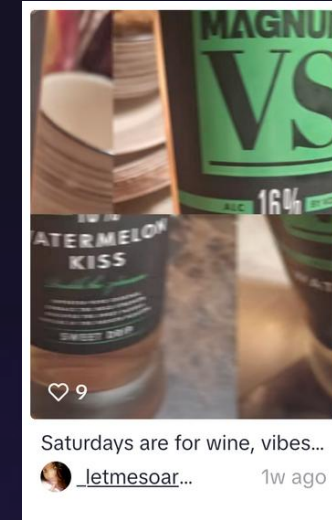
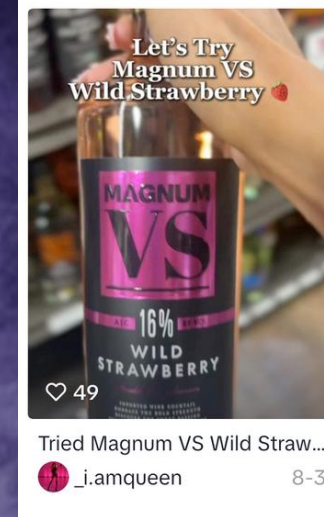
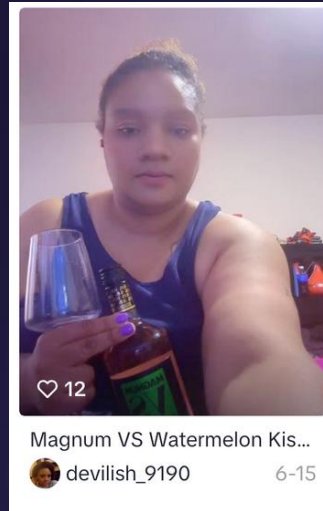
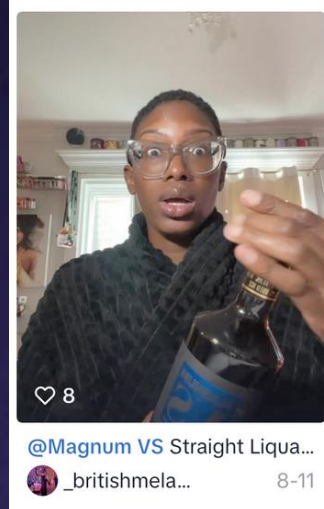
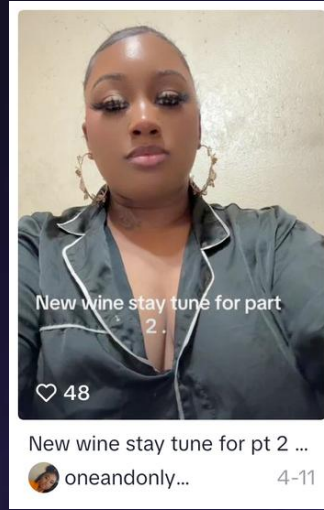
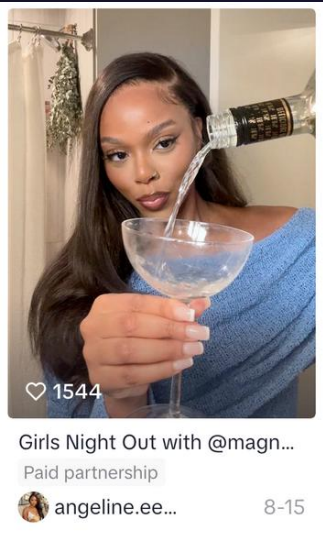
SHARES

WATCH ON INSTAGRAM





MAGNUM VS TAKES OVER TIKTOK





_quietstorm__ The best wine out ❤️🔥

2w 1 like Reply



estelita1109 14w

Running to the L store right Now!!! I need be some of that.. looks like the right kind of summer drink I need!! 😊

13 likes Reply



🌈**loc_goddess_1975**🌈

I need that!!!!

5-24 Reply



Ms CiCi

that strawberry is so good

8-8 Reply



Fallah the Foodie

Friend this or xxi?

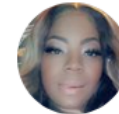
7-15 Reply



Tapped In Reviews 🍷🍷 · **Creator**

This for sure...on ICE

7-16 Reply



Teshia Turner-Gavin

I just got the peach passion 🔥

5-25 Reply



Vonetta_Mcburney

Girl you make a person wanna run and get it. And I don't even drank like that 😂😂😂❤️❤️

6-21 Reply



Shermania

Added to my total wine cart

7-17 Reply

2025 COMBINED AD RESULTS

In 2025, we launched Magnum's ad campaign using influencer content aligned with the target demographic, driving strong gains in both brand awareness and traffic by year-end.



27.4M

IMPRESSIONS

Massive visibility across target audience



8.9M

REACH

Reaching users ~3x times for optimal view frequency



\$99K

PURCHASE INTENT

Strong start for purchase intent

ELEVATING TRADE SUPPORT



POSTER



CASE CARD



SHELF TALKER

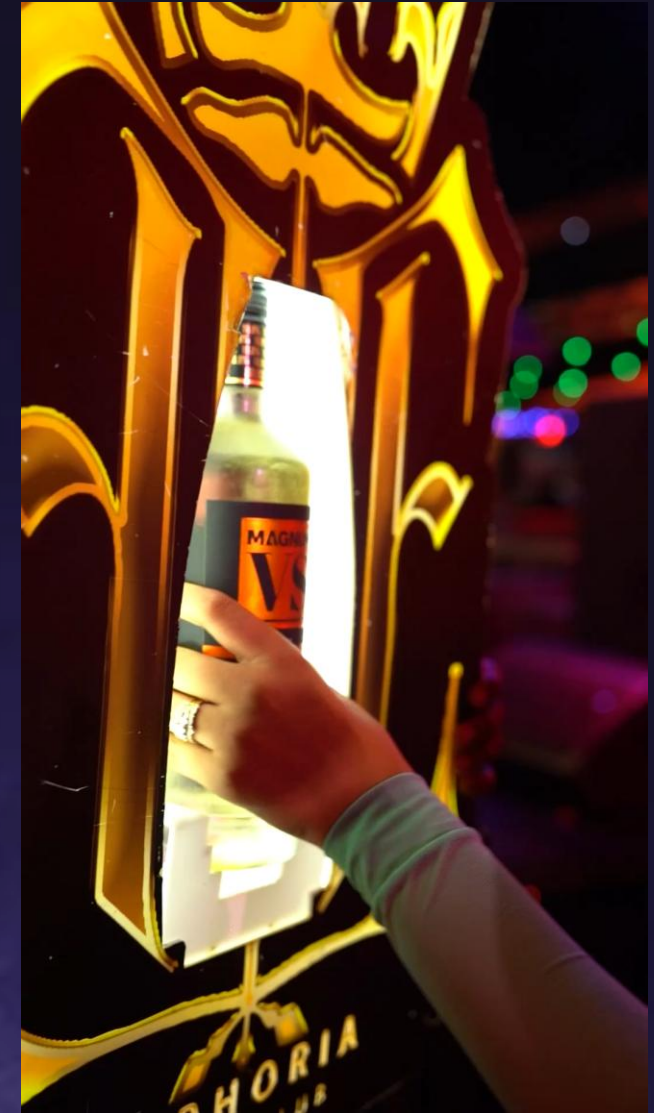


CUBE DISPLAYS

ON-PREMISE STRATEGY

Magnum VS brings the brand to life through immersive experiential activations designed to connect with consumers in social, high-energy environments where celebration and discovery naturally occur.

From nightlife takeovers and curated tasting lounges to cultural festivals and seasonal pop-ups, each experience reinforces Magnum VS as the go-to wine for bold, confident moments.



ON-PREMISE ASSETS



SIGNATURE COCKTAILS



ICE BUCKET



BRANDED CUPS



COASTERS



CANOPY

ON-PREMISE ACTIVATIONS

