



TURN UP

BY THE CHAMP

INTRODUCING THE NEW WAVE OF HEAVY HITTING



WINES THAT PACK A PUNCH LIKE NO OTHER!

TURNT UP

ALL THE WAY

16%
ABV

100%
SAVAGE

POUR OVER ICE





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 PARTY, IT BRINGS THE HEAT AND KEEPS IT BLAZING ALL NIGHT LONG.

TURNT UP ISN'T JUST A BEVERAGE - IT'S THE FUEL FOR YOUR NEXT ADVENTURE. BOLD, UNAPOLOGETIC, AND UNDENIABLY DIFFERENT, TURNT UP IS HERE TO CHANGE THE GAME.

RAISE YOUR GLASS, CRANK UP THE VOLUME, AND GET READY TO TURN IT UP. THE NIGHT IS WAITING, AND YOU'RE BUILT TO OWN IT.





TURNT UP

BOLD ENTERTAINER



LIFE OF THE PARTY





BLACK-BERRY

BOLD BLACKBERRY

Turnt Up Black-berry brings the wild side of fruit to your glass. A mix of sweet and tangy blackberry flavor with a hit of intensity, this flavor is all about that bold, juicy vibe that turns up the night.

It's a flavor that packs a punch and doesn't apologize.



YOUR NIGHT.
TURNT UP.



PEACH

POPPIN PEACH

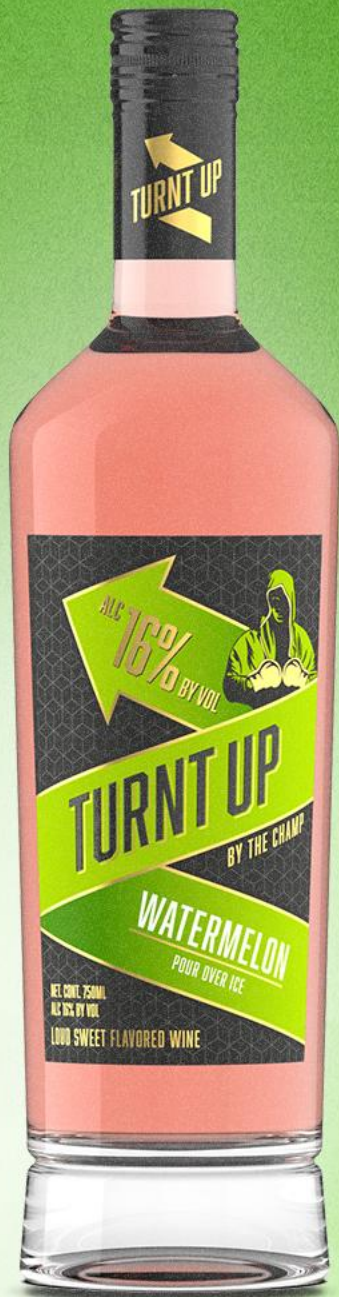
Turnt Up Peach brings that sweet, smooth, sun-kissed peach flavor straight to your glass. It's juicy, bold, and the perfect companion for those wild nights when you're ready to keep the energy flowing.

**16%
ABV**

NEW!

TURNT UP

**DAY PARTY.
TURNT UP.**



WATERMELON

WILD WATERMELON

Turnt Up Watermelon is all about being fresh with a bold twist. Sweet, crisp, and hydrating, it's the perfect thirst-quenching flavor for when you're ready to turn up the pregame.





STRAWBERRY

SWEET STRAWBERRY

Turnt Up Strawberry is here to kick things up a notch with juicy, sun-ripened strawberry flavor that brings the fun and energy to your glass. It's the ultimate drink to keep your vibe in full swing.

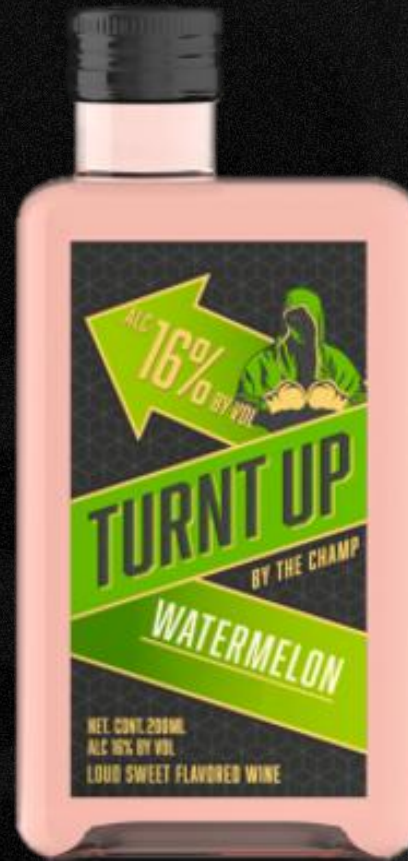
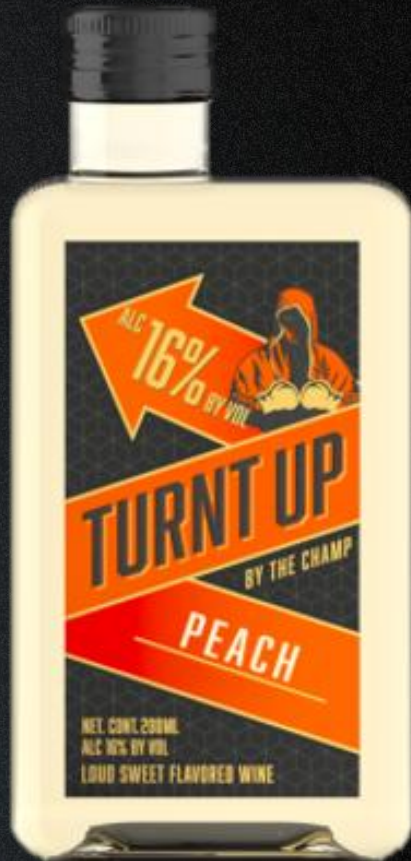
TURNT UP

16%
ABV

NEW!

AFTER PARTY.
TURNT UP.

TURNT UP 200 ML



SEIZING THE HIGH - ABV TREND



HIGH ABV WINES ARE A HIGH-GROWTH CATEGORY

THE HIGH-ALCOHOL SWEET WINE CATEGORY (15-21% ABV) IS PROJECTED TO GROW BY 71.2% FROM 2023-2024.

TURNT UP IS PERFECTLY POSITIONED TO TAP INTO THIS TREND, OFFERING A BOLD, FUN, AND ENERGETIC DRINK THAT CATERS TO THE GROWING DEMAND FOR HIGHER ABV BEVERAGES.

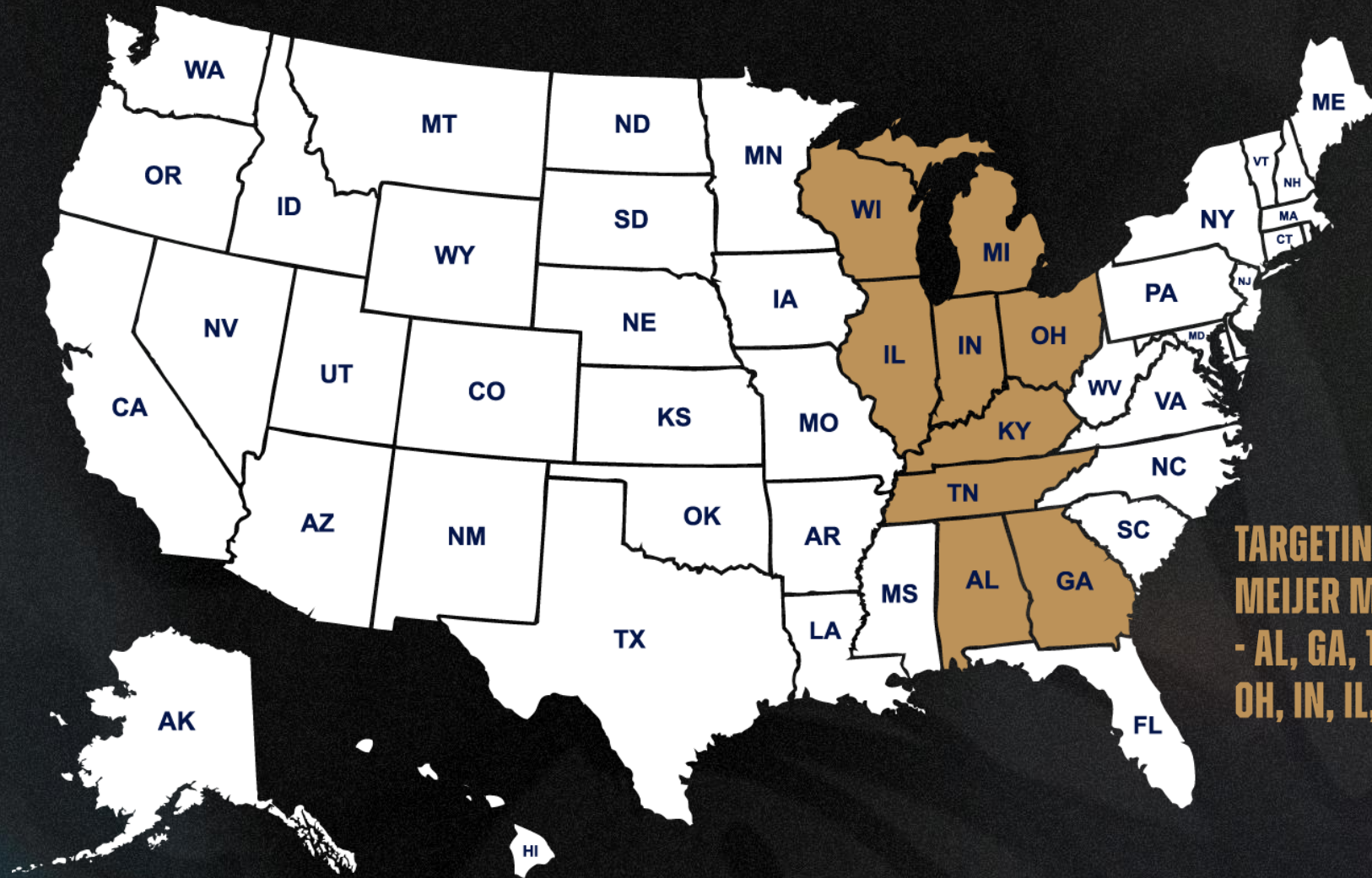
CONSUMERS ARE DEMANDING CONVENIENCE

60% OF HIGH ABV WINE BUYERS PREFER CONVENIENT PURCHASING CHANNELS.

TURNT UP FITS THE “GRAB AND GO” MENTALITY, OFFERING AN EASY, BOLD, HIGH-ABV DRINK THAT ENHANCES ANY SOCIAL MOMENT.

LAUNCH MARKETS

TURN T UP



TARGETING THE SE & MEIJER MARKETS
- AL, GA, TN, KY,
OH, IN, IL, MI, WI

SOCIAL MEDIA



OUR TARGET CONSUMER (GEN Z & MILLENNIALS) LIVES ONLINE. WE WILL METICULOUSLY TARGET THOSE INDIVIDUALS THROUGH DIGITAL AND SOCIAL ADS ON PLATFORMS SUCH AS TIK TOK, IG, AND CULTURALLY RELEVANT DIGITAL WEBSITES.

HIGH ENERGY CONTENT: HIGH-ENERGY VIDEOS AND PHOTOS USING FLASHY VISUALS AND NEON LIGHTS TO SHOWCASE THE “TURN UP”.

INFLUENCER PARTNERSHIPS: COLLABORATE WITH LOCAL INFLUENCERS IN THE PARTY AND MUSIC SCENES TO SHOW HOW TURN T UP FUELS THE FUN. FOCUS ON CREATORS WITH HIGH ENGAGEMENT WHO EMBODY THE “BUILT DIFFERENT” VIBE.

UGC. UGC. UGC.: MAXIMIZE OUR SPEND BY LAUNCHING CHALLENGES/GIVEAWAYS TO BUILD BRAND AWARENESS AND ENGAGEMENT.

SOCIAL MEDIA



TRADE SUPPORT



TURNT UP

