

INZINERATOR

DISCOVER YOUR TASTE OF ADVENTURE

WHAT IS INZINERATOR ?

A wine created for the Millennial Generation

WHO ARE THEY ?

The largest consumer group in US history 80 million strong
21-30 years of age
Annual incomes totaling \$211 billion

WHAT DRIVES THEIR PURCHASING BEHAVIOR ?

- FUN, COLORFUL BRIGHT LABELS
- TECHNOLOGY (label will appeal to Video Gamers-ages 25-35)
Fast moving explosive imagery
- QUALITY BRANDS AT FAIR PRICE, \$12 - \$15 Retail
Not too cheap or too expensive
- WINES THAT TASTE GOOD

INZINERATOR is forward and luscious—so lively it almost jumps out of the glass. Briary, blackberry extractive Zinfandel, blended with a little Syrah and Cabernet Sauvignon—raspberry & cherry flavors with rounded complexity from oak aging makes this wine extremely user friendly

- FOCUS ON FAMILY & FRIENDS
This is a unique, niche wine to be discovered by the consumer and shared with their friends.
3 Labels in one case - inducing buyer to collect all 3!
- DESIGNED BY A MILLENNIAL FOR THE MILLENNIALS
Self employed artist, Michael Harants, 29, knows what appeals to his peers

