



# OUR DNA

[ATLASWINECO.COM/LEARNMORE/](https://atlaswineco.com/learnmore/)



THE MISSION	<ul style="list-style-type: none"><li>• Alternative To Mass Produce Wines</li></ul>
THE STYLE	<ul style="list-style-type: none"><li>• Modern Design</li></ul>
THE PRICE	<ul style="list-style-type: none"><li>• Within Reach For All – Under \$20</li></ul>
THE PRODUCT	<ul style="list-style-type: none"><li>• Unbeatable Quality – No Shortcuts</li></ul>
THE RESULT	<ul style="list-style-type: none"><li>• Luxury Wines Accessible</li></ul>

TRANSPARENCY SUSTAINABILITY QUALITY



## OUR TARGET CUSTOMER: Gen Z and Millennial



Next Wave Customer - “Socially Conscious Adventurer”

19% of Wine spend today – “Next Generation”

Gen Z and Millennial – 21 to 41 years old

58% of Gen Z drink wine vs 41% of Baby Boomers



# TARGET CONSUMER ENGAGEMENT STRATEGIES







# CLEAN WINES



## BACK LABELS

- Nutrition Value
- Full Transparency
- Informative
- Ingredients

## FIND OUR LAB RESULTS ON OUR TRADE SECTION:

<https://www.atlaswineco.com/trade/>

## FUNCTIONAL WELLNESS



**OMEN WINES SET THE CLEAN STANDARD  
IN THE WINE CATEGORY**



# OMEN PRICE AND SALES VELOCITY

***Omen is advancing in the ranks performing against comparable leading California super-premium brands***

***\$14.99 to \$19.99 – Ultra Premium is one of the only category growing last year (+1.5%) and representing 15% of the total sales***

Competition Set



BRANDS	OMEN	THE PRISONER	JOSH	MEIOMI
UNITS	1.1	0.7	1.3	1.4
DOLLARS	\$18.49	\$29.03	\$16.98	\$25.90
FACTS	"The Next Big Thing"	Sold for over \$180M dollars	Fastest Growing Brand in the US	#1 Luxury Brand (>\$20 Retail) in the US

Source: Nielsen L52W ending 04/18/21 – units and dollars per store per week



Omen Wines have comparable velocity to leading CA super-premium brands



Average Dollar is very close to the MSRP of \$19.99



National Network of Distributor




# ACCOLADES

## GREAT SCORES

AS SEEN IN BEST OF YEAR 2022

**WINE ENTHUSIAST**  
BUYING GUIDE

**90 points**




**90** Omen 2020 Cabernet Sauvignon (California). A blend of fruits, florals and spices fills the nose and palate, reminiscent of blackberry jam, black cherry, dried violets, chocolate, cinnamon, nutmeg, toasted wood and black tea. Plush tannins coat the mouth while balanced acidity adds lift and lightness to the midpalate. It's an overall engaging, full-bodied red wine. —S.B.

abv: 14.9% Price: \$20

AS SEEN IN THE MAY 2022

**WINE ENTHUSIAST**  
BUYING GUIDE

**92 points**



**92** Omen 2019 Originals Zinfandel (Sierra Foothills). This medium-bodied, ultrasmooth wine is rich and relaxed, offering supertripe cherries and roasted plums along with tiled earth, cedar and sage accents that find compelling complexity. Soft tannins and a sense of polish make it easy to drink. *Editors' Choice.* —J.G.

abv: 13.5% Price: \$16

**WINE ENTHUSIAST**

**93**  
POINTS

Editors' Choice

### Omen 2018 Rorick Heritage Vineyard Cabernet Sauvignon (Calaveras County)

One of the best Calaveras wines in memory, this full-bodied Cab has great concentration and a firm but creamy texture. It offers plenty of immediate appeal and also bodes well for continued aging. Blueberry, vanilla and dark chocolate dominate the flavors while fine-grained tannins shape the mouthfeel. Best through 2026.

— J.G. Published 3/1/2020

WINE ENTHUSIAST  
**40/40**  
under



Photo by Alexandre Remy

### Managing Partner/Winemaker, Atlas Wine Co., Napa, CA *Champion of Transparent Quality*

A French-born food scientist by training, Remy is a trailblazing mastermind that makes **quality wine for every budget**, with an emphasis on sustainability, education and innovation. The Atlas portfolio includes his Oro Bello Blanc de Blancs, a delicious, dry sparkling **wine in a can**, and Oro Bello Light, a pioneering low-alcohol wine that came out of his **Atlas Wine Co. Lab**, an incubator for new ideas. He is also a leader in label transparency, listing nutrition facts and ingredients on all his products and publishing his lab reports online.

## PALATE MATCH BY AI

Percentage of consumers with a palate match above

85% ▼



The bigger the circle, the best match to the consumers

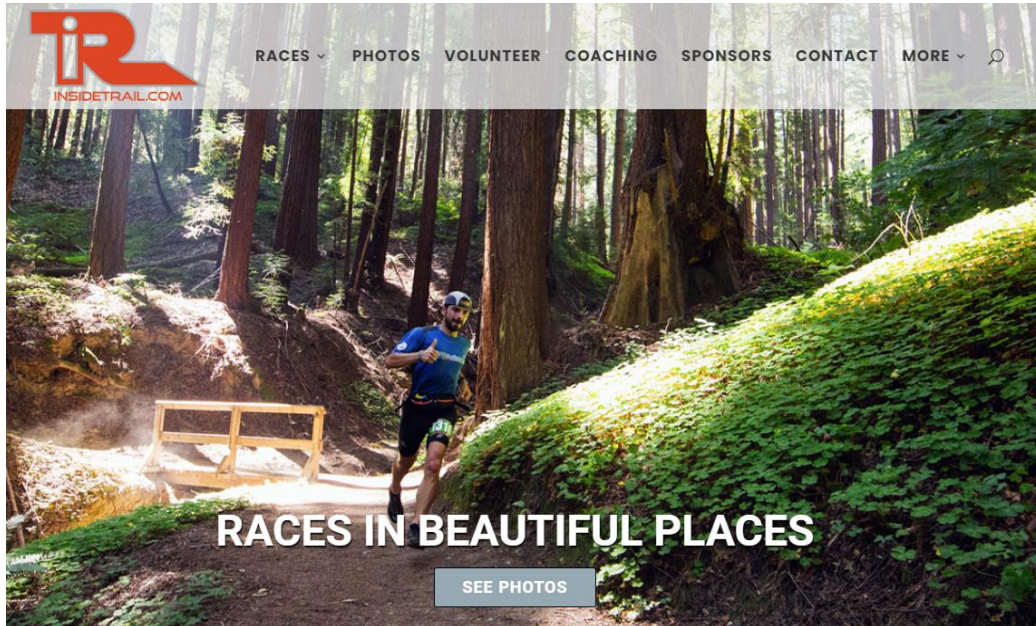




# WELLNESS

## SPONSORING TRAIL RUNNING RACES

<https://insidetrail.com/sponsors/>



ADDITIVES COMMONLY USED IN WINES : AND WHAT <b>OMEN</b> USES			
WINE/MUST TREATMENTS	WINEMAKING	FINING	STABILIZATION
Mega Purple/Grape Concentrate	<b>YEAST</b>	Egg Whites Bentonite Casein Isinglass (Fish Protein) Gelatin (Porcine) PVPP Vegetal Protein (Pea/Potato)	Chitosan
Tartaric Acid			DMDC (Velcorin)
Ascorbic Acid			Lysozyme
Calcium Carbonate			<b>SULFITES</b>
Caramel			Yeast Cells
Citric Acid	<b>OAK</b>		Mannoprotein
Lactic Acid			Gum Arabic
Malic Acid			Metatartaric Acid
Potassium Bicarbonate			Cream of Tartar
Copper Sulfate			Potassium Sorbate
Activated Carbon			

Good Wine = Good Grapes + Clean Winemaking

### Benefits:

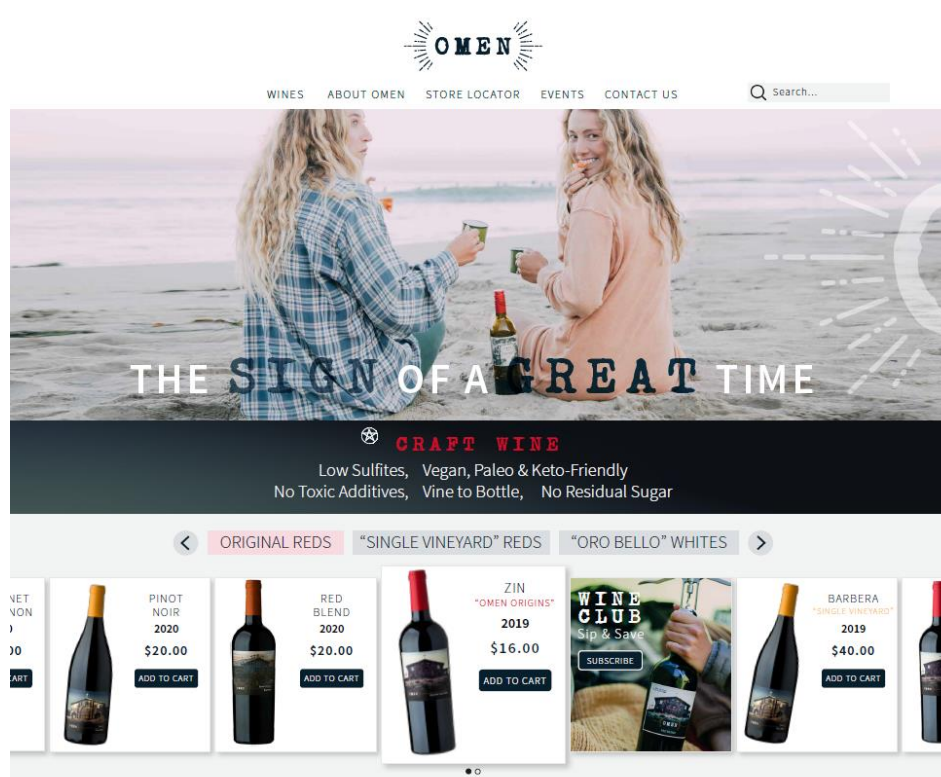
- Low Sulfites (<75ppm)
- No Toxic Additives
- Lab Tested
- Vegan, Paleo, Keto-Friendly
- Vines to Bottle Approach
- No Residual Sugar



# ONLINE EXPERIENCE

REFOCUSED WEBSITE UPDATED IN  
MARCH 2023

<https://omenwines.com>



vine to bottle

QR CODE ON THE BACK LABEL FOR DIRECT  
ACCESS



MARKETING PARTNERSHIP WITH VIVINO FOR  
SCAN

## Meet the winery

SPONSORED

**Omen**

United States

Omen is a new-generation winery with family roots specializing in a vineyard-to-bottle approach with minimal winemaking intervention. Omen was created in 2014 by three families and is currently operated by those same families - The Belli, The Cybulski, and The Remy families.

[Read more](#)

