



WOMEN

2024 PITCH DECK

# OUR DNA

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Omen Wines started out in 2014 with a simple idea; providing American consumers the same benefits that the French take for granted : great wines at a great value.

With that idea in mind French winemaker **ALEX REMY** ignited the first spark of what was to become Omen wines.

Omen wines offers a lineup of **LOW SULFITE, NO ADDED SUGAR, VEGAN FRIENDLY, NO ADDITIVES**, .... 100% CLEAN & TRANSPARENT WINES.

Our wines are hand-crafted from high-quality fruit purchased from “hidden gem” AVA vineyards throughout California and Oregon.

Omen is committed to sustainability; from the vineyards all the way to the labels, printed on 100% recycled materials. Since 2015 all of our wines are bottled using Diam Corks ® guaranteeing closures that are cork taint free.

All our wines are lab tested every year.

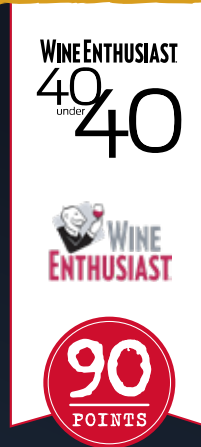
**#DRINK GOOD WINE**

**#CRAFTWINE**



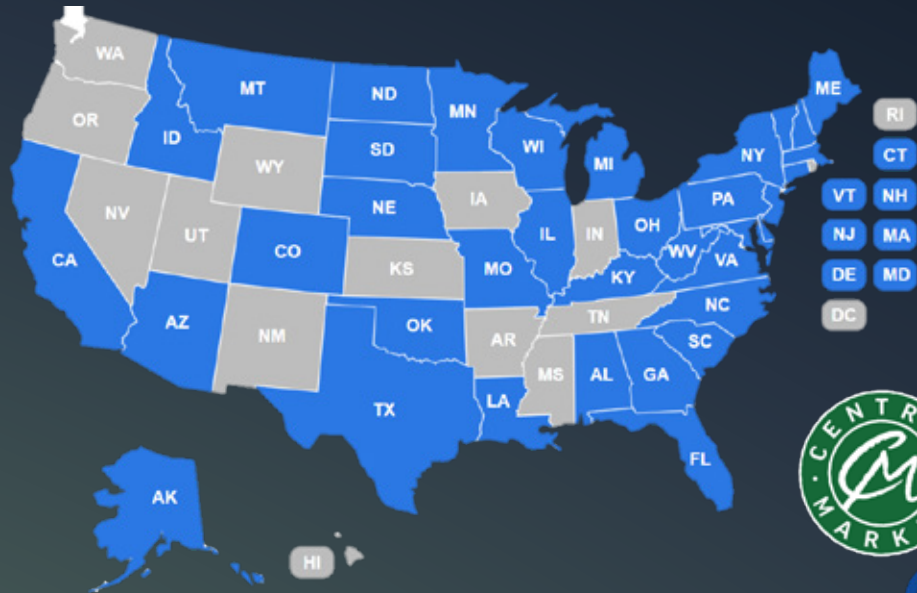
# WHO ARE WE?

We have a lineup of 6 exceptional wines all priced below **\$20 MSRP!**



Our winemaker was featured in the Wine Enthusiast **40 under 40**

20+ WINES  
OVER 90 PTS!



We are distributed in **over 38 states** across the US and present in **15 international countries** ... and have distribution in these major accounts:



We're happy to share that we are now active & verified on **RANGEME®**



LAB  
TESTED



LOW  
SULFITES



NO RESIDUAL  
SUGAR



VEGAN  
FRIENDLY



SUSTAINABLE  
FARMING





# OUR WINEMAKER

**ALEX REMY**, a French-born food scientist by training, is a trailblazing mastermind that makes quality wine for every budget, with an emphasis on sustainability, education and innovation.

– WineEnthusiast 40 under 40.

He is also a leader in label transparency, listing nutrition facts and ingredients on all his products and publishing his lab reports.

“I want to be the Lagunitas of wine,” he says: affordable craft, always under \$20.

A true world traveler, Alex has worked in Languedoc-Roussillon, Rhone, New Zealand, Australia, and Tasmania. For years he worked as a wine technical consultant with Vivelys, where he oversaw Maturity Assessments, Sensory Analysis, Yeast Selection, Fermentation, Aging Management, and R&D programs for the likes of Kendall-Jackson, Diageo, Opus One, Mumm Napa, Domaine Chandon, Gallo, Constellation, and Concha Y Toro.





# OUR SALES MANAGER

**GUILLAUME RAGNET** is a French-American wine enthusiast and result oriented sales developer and marketer.

Born in France, Guillaume grew up in California & New York before heading to Montréal and Paris for his studies in business.

Guillaume started out with Carlsberg in France before working for SOPEXA USA, a marketing agency based in NY promoting French and EU wines throughout the US. Guillaume also successfully passed his WSET 3 in 2019.

More recently, he took on positions at Mars Food and Unilever both as Category Manager and as Key Account Manager.

Guillaume happily left both of these jobs to move back to California and bring together his 10+ year expertise in sales, marketing, management and his passion for wine.

(Note : Guillaume is also a big car geek & foodie)



# MARKET OVERVIEW & OMEN PERFORMANCE:



## OVERALL MARKET:



2023 market  
is declining  
in \$sales  
and in Vol

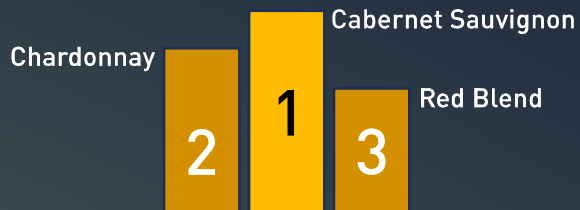


But price per  
bottle has  
increased an  
average of \$3 !



\$15-19.99 is the  
only price range  
growing in  
\$sales and Vol

## PURCHASING TRENDS:



2024 NIQ Top Beverage Alcohol attributes :

- No Sugar Added (+49%)
- Vegan (+17%)

Sauvignon Blanc  
continued to  
increase in 2023



+ **49%** Vol  
vs Last Year

We're committed to providing our partners  
with the best possible conditions. Our  
\$15.99-\$19.99 MSRPs are unchanged for 2024



Our lineup is handcrafted to fit your  
needs : Bottles or 5 gallon (19.5L)  
plastic kegs



OUR SALES HAVE **INCREASED BY 27%** SINCE LAST YEAR  
THANKS TO:

- ✓ Strong partnerships & cooperation with our local distributors
- ✓ Strong & repeated market presence of our sales team in local market
- ✓ Dedication to transparency with both our customer & our business partners





# OUR WINES

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# 2021 CABERNET SAUVIGNON

2020 - Wine Enthusiast 90pts

2017 - Wine Enthusiast 90pts

2016 - Wine Enthusiast 93pts

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## 100% CABERNET SAUVIGNON

### VINEYARD SOURCES

#### SIERRA FOOTHILLS AVA, CALIFORNIA

The tannins and structure in our wine come from the high mountainsides and decomposed granite soils of the **Sierra Foothills**. It's astounding to us that this area has been growing incredible wine grapes since the California Gold Rush, yet it is still a relatively unknown, untapped goldmine of high quality fruit!

30% Element 79 Vineyards, Fair Play AVA

10% Rorick Heritage Vineyard, Calaveras AVA

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#### PASO ROBLES AVA, CALIFORNIA

60% Bellum's Vineyard, Paso Robles AVA, California

The richness and length in Omen Cabernet Sauvignon comes from the deep alluvial soils and a maritime climate of the **Paso Robles AVA**.



— UNTOASTED  
— MEDIUM TOAST  
— HIGH TOAST



## CABERNET SAUVIGNON 2021

Blackberry, cassis, and cedar aromas with a hint of smoky graphite.

BODY  
★  
**BIG**



**SERVE AT:**  
63-69° F  
17-21° C

**INGREDIENTS**  
Grapes, yeast and oak.

**Serving Facts:** Serving size: 5 fl oz (148mL); Servings per bottle: 5;  
**Amount per serving:** Calories 135;  
Carbohydrate <1.7g; Fat 0g; Protein <1g

**CLEAN & SUSTAINABLE | ZERO SUGAR**

**VEGAN FRIENDLY | NO ADDITIVES**

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



Cellared and Bottled by Atlas Wine Co.,  
American Canyon, CA  
FAMILY OWNED & OPERATED SINCE 2014

**WWW.OMENWINE.COM**

750ML

14.5% alc by VOL pH: 3.7 TA: 6.6 New Oak: 30% Neutral: 70% Contains Sulfites

DRINK GOOD WINE





# 2021 PINOT NOIR

2021 - Wine Enthusiast 90pts - Best Buy  
2017 - Wine Enthusiast 90pts

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## VINEYARD SOURCES

Wooldridge Creek Vineyard in Applegate Valley, Rogue Valley AVA, Oregon

Wooldridge Creek Vineyard's vines are self-rooted, which means that the grapevines were planted in the same way as were the original European vineyards.

Rock'N'R Ranch in Rogue Valley AVA, Oregon

The Rock'N R Ranch backs up to the Siskiyou National Forest and measures about 400 acres with 50 acres planted to vines.



SUSTAINABLY FARMED AND CERTIFIED



ROGUE VALLEY  
OREGON



— UNTOASTED  
— MEDIUM TOAST  
— HIGH TOAST



PINOT NOIR  
2021

Hints of fresh blackberry and raspberry preserves with a touch of baking spices

BODY

MEDIUM



SERVE AT:  
53-63° F  
12-17° C

INGREDIENTS  
Grapes, yeast and oak.

Serving Facts: Serving size: 5 fl oz (148mL); Servings per bottle: 5;  
Amount per serving: Calories 135;  
Carbohydrate <0.5g; Fat 0g; Protein <1g

CLEAN & SUSTAINABLE | ZERO SUGAR

VEGAN FRIENDLY | NO ADDITIVES



**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



Cellared and Bottled by Atlas Wine Co.,  
American Canyon, CA

FAMILY OWNED & OPERATED SINCE 2014

[WWW.OMENWINE.COM](http://WWW.OMENWINE.COM)

750ML

13% alc by VOL pH: 3.8 TA: 5 French Oak: 25% New, 75% Neutral Contains Sulfites

DRINK GOOD WINE



# 2021 RED BLEND

2016 - Wine Enthusiast 90pts

2015 - Wine Enthusiast 92pts

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## VINEYARD SOURCES

### SIERRA FOOTHILLS AVA, CALIFORNIA

50% Petite Sirah  
Element 79 Vineyard, Fair Play AVA

30% Syrah  
Saureel Vineyards, Gold Hill AVA

1,650' elevation in the Gold Hill District in the town of Placerville, CA. The vineyard is widely known to exist in the "banana belt" region of El Dorado County which cools off nicely at night with air drainage to the American River.

20% Zinfandel  
Element 79 Vineyard, Fair Play AVA

Just south of Placerville, at an elevation of 2400 ft you will find the Fair Play AVA. High mountainsides and deep granite soils develop grapes for intense wines. It's astounding to us that this area has been growing incredible wine grapes since the California Gold Rush, yet it is still a relatively unknown, untapped goldmine of high quality fruit!



SIERRA  
FOOTHILLS  
CALIFORNIA



— UNTOASTED  
— MEDIUM TOAST  
— HIGH TOAST



RED BLEND  
2021

50% Petite Sirah, 30% Syrah,  
20% Zinfandel

Blackberry jam, cherry, and  
dark chocolate aromas with  
spicy hints of licorice and clove.

BODY  
BIG



SERVE AT:  
63-69° F  
17-21° C

INGREDIENTS  
Grapes, yeast  
and oak.

Serving Facts: Serving size: 5 fl oz  
(148mL); Servings per bottle: 5;  
Amount per serving: Calories 125;  
Carbohydrate <0.5g; Fat 0g; Protein <1g

CLEAN & SUSTAINABLE | ZERO SUGAR

VEGAN FRIENDLY | NO ADDITIVES



**GOVERNMENT WARNING:** (1) ACCORDING TO  
THE SURGEON GENERAL, WOMEN SHOULD  
NOT DRINK ALCOHOLIC BEVERAGES DURING  
PREGNANCY BECAUSE OF THE RISK OF BIRTH  
DEFECTS. (2) CONSUMPTION OF ALCOHOLIC  
BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE  
A CAR OR OPERATE MACHINERY, AND MAY  
CAUSE HEALTH PROBLEMS.



Cellared and Bottled by Atlas Wine Co.,  
American Canyon, CA  
FAMILY OWNED & OPERATED SINCE 2014

[WWW.OMENWINE.COM](http://WWW.OMENWINE.COM)

750ML

14.8% alc by VOL pH: 4 TA: 6.2 New Oak: 30% Neutral: 70% Contains Sulfites

DRINK GOOD WINE





# ORIGINS 2021 ZINFANDEL

2019 - Wine Enthusiast 92pts  
& Editor's Choice

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## VINEYARD SOURCES

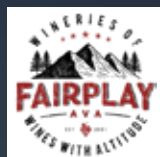
93% Zinfandel

Sierra Moon Vineyard, Fair Play AVA, Sierra Foothills, California

7% Petite Sirah

Element 79 Vineyards, Fair Play AVA, Sierra Foothills, California

Just south of Placerville, at an elevation of 2400 feet you will find the Fair Play AVA. High mountainsides and deep granite soils develop grapes for intense wines. It's astounding to us that this area has been growing incredible wine grapes since the California Gold Rush, yet it is still a relatively unknown, untapped goldmine of high quality fruit!



 **SIERRA FOOTHILLS AVA**  
CALIFORNIA

**ZERO SUGAR**  
**NO ADDITIVES**  
**VEGAN FRIENDLY**

★ **HANDCRAFTED BY ALEX REMY**




An oionos (omen) was defined in antiquity as the carnivorous vulture, especially a prophetic bird. By careful observation of the bird's cries and the way or direction it flew, the augurs attempted to predict the future...

**Serving Facts:** Serving size: 5 fl oz  
[148mL]; Servings per bottle: 5;  
**Amount per serving: Calories 145;**  
Carbohydrate <2.2g; Fat 0g; Protein <1g

**TASTING NOTES:**  
Aromas of ripe cherries  
with subtle vanilla notes

**INGREDIENTS**  
Grapes, yeast,  
and oak.

 **GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



Cellared and Bottled by Atlas Wine Co.,  
American Canyon, CA

**WWW.OMENWINE.COM**

750ML 15.4% alc by VOL pH: 3.7 TA: 6.5 Aged 9 months in American Oak barrels Contains Sulfites

DRINK GOOD WINE



OMEN

# ORIGINS 2022 SAUVIGNON BLANC

## VINEYARD SOURCES

100% Sauvignon Blanc  
Clarksburg AVA, California, Tres Farms

The Clarksburg wine appellation is situated in the midst of the refreshing waterways of the Sacramento River Delta. Much like Napa and Sonoma, Clarksburg experiences warm days and cool evenings, contributing to its favorable climate for grape cultivation. One notable factor is the Delta Breeze, a local wind originating from the southwest, blowing in from the Sacramento River Delta. This breeze carries cooler and more humid air from the nearby Pacific Ocean. As a result, Clarksburg benefits from these invigorating cool breezes, creating an ideal microclimate specifically suited for the growth of Sauvignon Blanc grapes.



ZERO SUGAR  
VEGAN FRIENDLY

★ HANDCRAFTED BY ALEX REMY



An Augur from the classical Roman world interpreted omens by observing bird signs. This practice was known as "taking the auspices"; which translates to "looking at birds." Depending on whether the birds flew in groups or alone, the direction of flight, and the noises they made, the omens were deemed either favorable or unfavorable.

**Serving Facts:** Serving size: 5 fl oz (148mL); Servings per bottle: 5;  
**Amount per serving:** Calories 115;  
Carbohydrate 0.2g; Fat 0g; Protein <1g

**TASTING NOTES:**  
Key lime & honeydew melon  
with a lively & clean finish

**INGREDIENTS**  
Grapes, yeast,  
and sulfites.



**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.



Cellared and Bottled by Atlas Wine Co.,  
American Canyon, CA

[WWW.OMENWINES.COM](http://WWW.OMENWINES.COM)

750ML

13.2% alc by VOL pH: 3.2 TA: 5.6 New French Oak 10% Contains Sulfites

DRINK GOOD WINE





ORO<sup>°</sup>BELLO

# ORO BELLO 2021 CHARDONNAY

2017 - Wine Enthusiast 90pts

2016 - Wine Enthusiast 90pts

& Editor's Choice

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## VINEYARD SOURCES

90% Chardonnay

Lodi AVA

10% Chenin Blanc

Saureel Vineyard

Sierra Foothills AVA

Some of the best grapes in California are found in the Sierra Foothills, and Saureel Vineyard is the ideal growing site for high acid white varieties like Chenin Blanc. High in elevation with rich volcanic soils, the hot days and cool nights help develop intense flavor, structure and sharp acidity, which is exactly what we were looking for to blend with our rich chardonnay from Lodi

ORO<sup>°</sup>BELLO

2021  
CHARDONNAY  
CALIFORNIA



### TROPICAL FRUIT

Elegant fruit aromas range from pineapple to kiwi with Meyer lemon notes. The mouthfeel is smooth yet fresh and balanced with well-integrated toasted oak.

THE PERFECT CHARDONNAY FOR HERE AND NOW.  
TREAT YOURSELF AND YOUR FRIENDS TO THESE  
DAZZLING DROPS OF CALIFORNIA SUNSHINE.



VEGAN  
FRIENDLY



GLUTEN  
FREE



NO  
ADDITIVES



ZERO  
SUGAR

### INGREDIENTS:

Grapes, yeast,  
and oak.



### SERVE CHILLED AT:

44-57°F / 7-14°C  
(30 min. in the fridge)

### OAK

UNOAKED-CRISP  
SLIGHTLY-OAKED  
LIGHT OAK - CREAMY  
MEDIUM OAK  
OAKED & BUTTERY

**Serving Facts:** Serving size: 5 fl oz  
(148mL); Servings per bottle: 5;  
**Amount per serving: Calories 125;**  
Carbohydrate <0.5g; Fat 0g; Protein <1g

Alc. 13.5% by VOL.  
TA: 4.9 | pH: 3.6  
New Oak: 30%  
Neutral Oak: 70%

**FAMILY OWNED  
AND OPERATED  
SINCE 2014**

OROBELLOWINE.COM



Cellared and Bottled by  
ATLAS WINE CO., American Canyon, CA

**750mL**  
CONTAINS SULFITES

**GOVERNMENT WARNING:** (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



# 20L KEG SELECTION

Petainer kegs are a one-way solution as they are recycled after use thanks to their lightweight PET build material.



Our kegs are **A WIN WIN**  
for **BARS & PATRONS !**

the benefits of wine on tap 🔍

wine on tap **more profits**

wine on tap **increased quality**

wine on tap **time savings**

wine on tap **sustainability**

@DraftBeerIntel





# OUR WINE AWARDS



**2019 OMEN ORIGINS ZINFANDEL** - This medium-bodied, ultrasmooth wine is rich and relaxed, offering superripe cherries and roasted plums along with tilled earth, cedar and sage accents that lend compelling complexity. Soft tannins and a sense of polish make it easy to drink. — Editor's Choice — J.G.



**2021 OMEN RED BLEND** - Ripe boysenberry compote and bittersweet dark chocolate leave a dusty coating on the palate. Licorice, clove, and a hint of tobacco season an oak-inspired finish. Well-made and over-delivers for the price. — Meridith May



**2021 OMEN PINOT NOIR** - The wine's aromatics are a powerful, earthy combination of cranberries, crushed marigold flowers and oregano. Pronounced acidity, a crisp texture and lighter-body are the wine's selling points, with bowls of bright red cherry and raspberry flavors, along with traces of coffee and bacon. — Michael Albery



**2020 OMEN CABERNET SAUVIGNON** - 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. — Stacy Briscoe



MADISON RATED THIS WINE:



Cherry dry, not too tannic, smells WONDERFUL, tobacco, oaky/vanilla/chocolate flavors seem mashed together. Pretty garnet color

GINA RATED THIS WINE:



Love love love this! So smooth and tasty



OMF N



**ALEX REMY**  
MANAGING PARTNER/WINEMAKER  
707.481.8114

