

Bougie Bitch



DISTRIBUTOR
PRESENTATION

01. MARKET & TREND

02. PRODUCT

03. BUSINESS MODEL

04. MARKETING & SUPPORT

05. TESTIMONIALS & ENDORSEMENTS

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Hello!

Life is short. Drink Bougie Bitch!

Let's enjoy life's simple pleasures without any of the unnecessary snobbery or elitism that's often associated with wine. Whether it's for much needed solo me-time, meeting up with friends for a let-loose ladies' night or an urgent bitch session, grab a bottle and laugh it out!

Bougie Bitch is made for those who seek a casual and fun experience. Sourced from select premium California vineyards, our delicious wine brings people together, lifting spirits and fostering genuine connections. It's about confident individuals, owning their bougie, coming together, sharing laughter, and simply feeling good. With Bougie Bitch, there are no barriers—just a shared appreciation for great wine and fun times.



CEO

Devon Dempsey

Bougie Bitch



MARKET
& TREND

Market Analysis: Wine is the drink of choice for women!

Do you most often drink beer, wine, or liquor?

	BEER %	WINE %	LIQUOR %
GENDER			
Men	54	15	28
Women	23	49	26
AGE GROUP			
18 to 34	45	22	30
35 to 54	42	28	27
55 and Older	32	42	23
EDUCATION			
College Graduate	33	41	22
Non College Graduate	43	24	30
ANNUAL HOUSEHOLD INCOME			
Less than \$40,000	46	24	27
\$40,000 to \$99,999	40	28	30
\$100,000 or more	32	38	26

Gallup, July 6-21, 2021

Women and Wine: Women comprise 56 percent of the total wine drinking population, which is particularly interesting in the case of Millennials, where women account for 66 percent of the population. Generally speaking, women make 85 percent of all consumer purchases

WINE ENTHUSIAST[®]

Target Audience



The target audience profile for Bougie Bitch wine is characterized by hardworking women who embody resilience and determination in their daily lives. These women, who hustle and put in the effort, understand the value of taking a break and uplifting one another. Bougie Bitch wine serves as a catalyst for fostering meaningful connections among individuals, regardless of gender, in a welcoming and inclusive atmosphere. Primarily catering to females, this audience enjoys

indulging in wine as a regular part of their routine, typically unwinding with a glass once a week or more. Seeking opportunities for bonding and camaraderie with their friends, they gravitate towards products like Bougie Bitch that offer both quality and a sense of community.

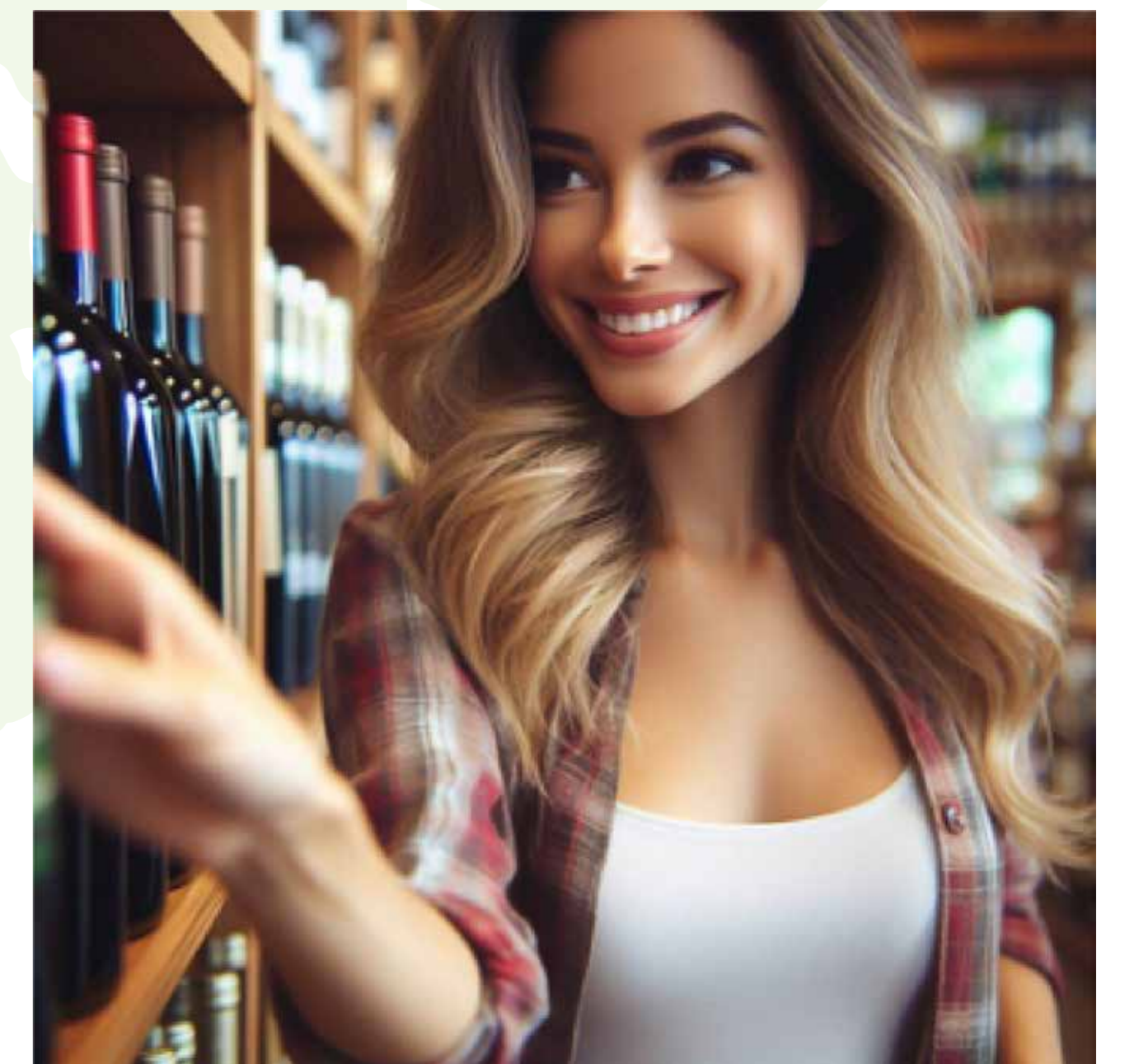


Problem & Solution



PROBLEM: Wine can be intimidating, especially with the myriad of options available. So many types and so many brands can leave even the most seasoned wine enthusiasts feeling overwhelmed. Maybe there's a fear that your friends may judge you on your choice whether you know a lot about wine or not. All you want is something that is consistently good for the price – a reliable companion for a relaxed evening with friends. You aren't trying to impress anyone; you simply want a wine that's easy to sip and keeps the vibe going all night. But you want to make the right choice.

SOLUTION: With Bougie B, say goodbye to the guesswork of choosing the perfect bottle and hello to premium Californian wine sourced from top vineyards. Bougie B always offers consistently high-quality, great-tasting wine at affordable prices, ensuring that every sip is a delight. Whether you're craving a juicy pinot noir, a smooth and peppery cabernet sauvignon, a sweet and sparkling rosé, a buttery chardonnay, or a crisp and tart pinot grigio, Bougie B has something to suit every occasion and palate. With Bougie B, there's no need for hesitation – simply grab a bottle and enjoy it with friends or savor it during that much-needed solo "me-time." Don't delay at the shop, just bougie!



Competitor Analysis

Competitors

Notes

Why Bougie B is Better

Skinny Girl

Target audience is also women but positioned as calorie counting and dieting.

Reaches a broader female audience. BB is positioned to uplift women without any stigma or judgements. BB is inclusive of all body types.

19 Crimes

Positioned as a rebellious brand that is also against wine stereotypes. Martha Stewart is one of the brand ambassadors.

While BB also embodies an anti-establishment messaging towards snobby wine stereotypes, the brand appeals to a wider female audience and the messaging is focused on having fun and uplifting women. A clearer message for opportunities for consumption.

Black Girl Magic

Target audience is also women, more in particular women of color.

Although there are many similarities with the two brands, such as a story to uplift women, women founded, price points and charity to give back, BB is positioned as fun first among all friends and open to all.

Josh Wines

Similar to BB in terms of high quality wines at affordable everyday indulgent prices.

Josh wines also has appeal to high quality wines at affordable prices but is not particularly positioned for the female get-together audience. BB offers a community connection with women and has a charity organization for Single Moms.

Bougie Bitch



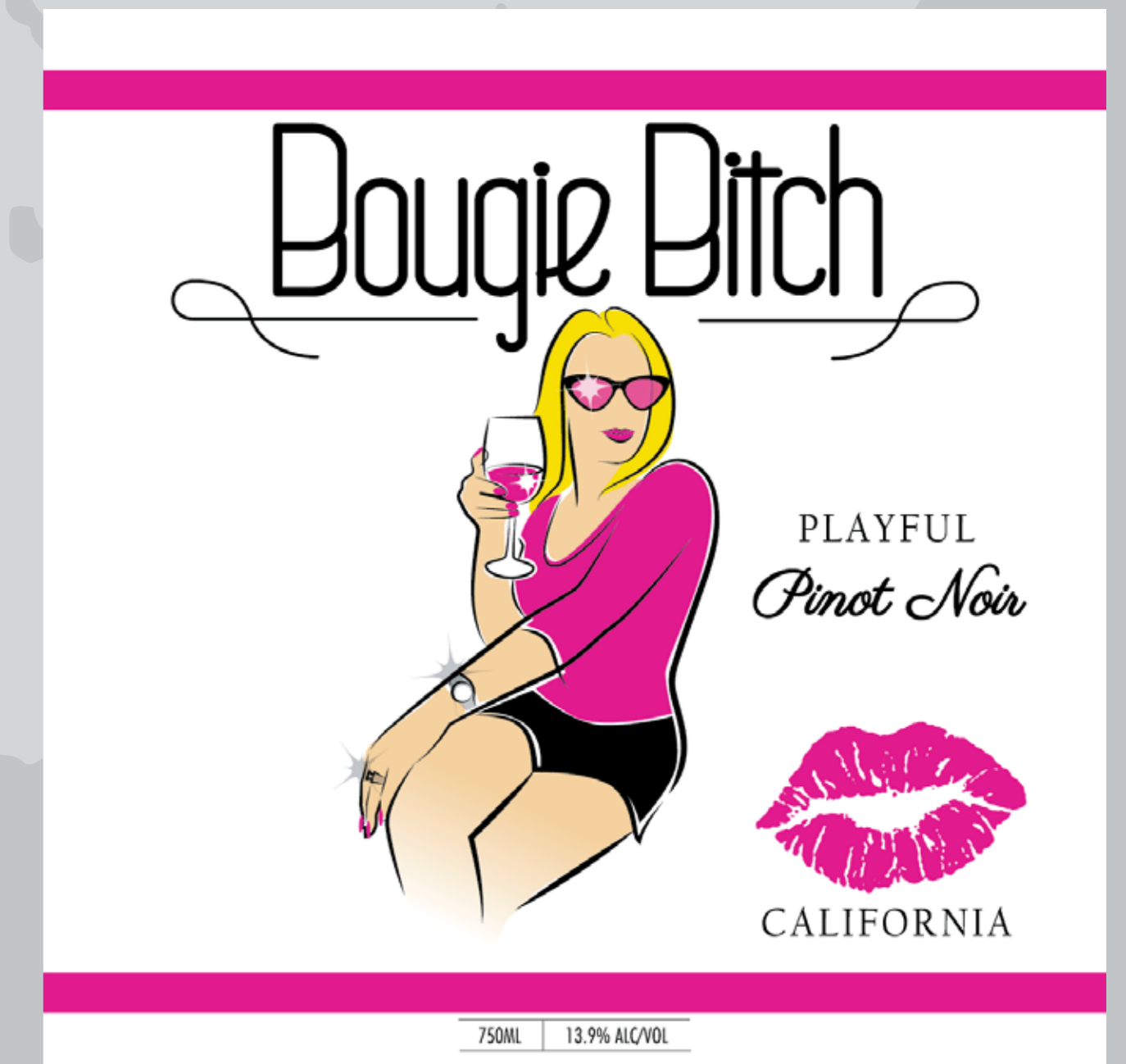
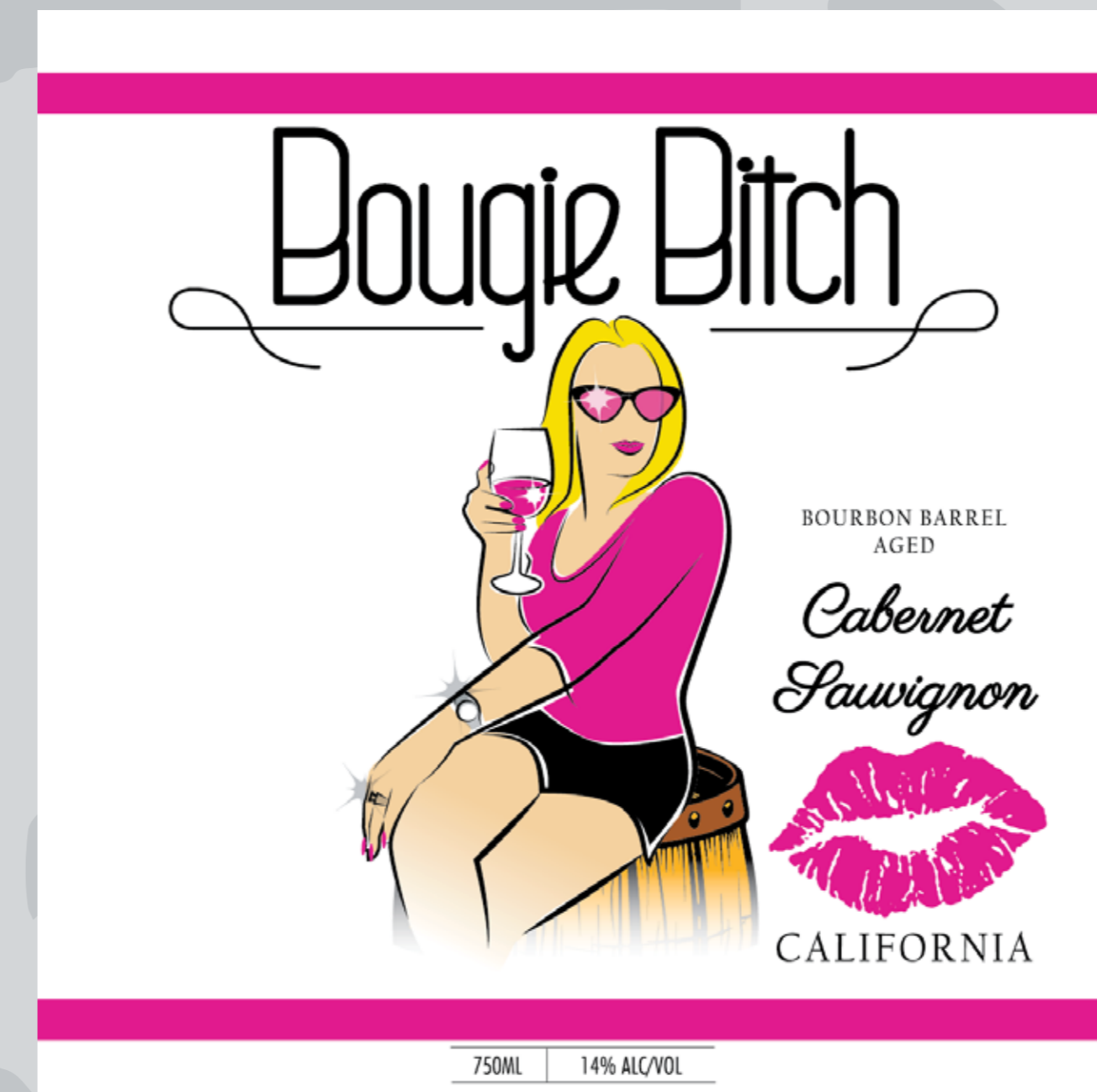
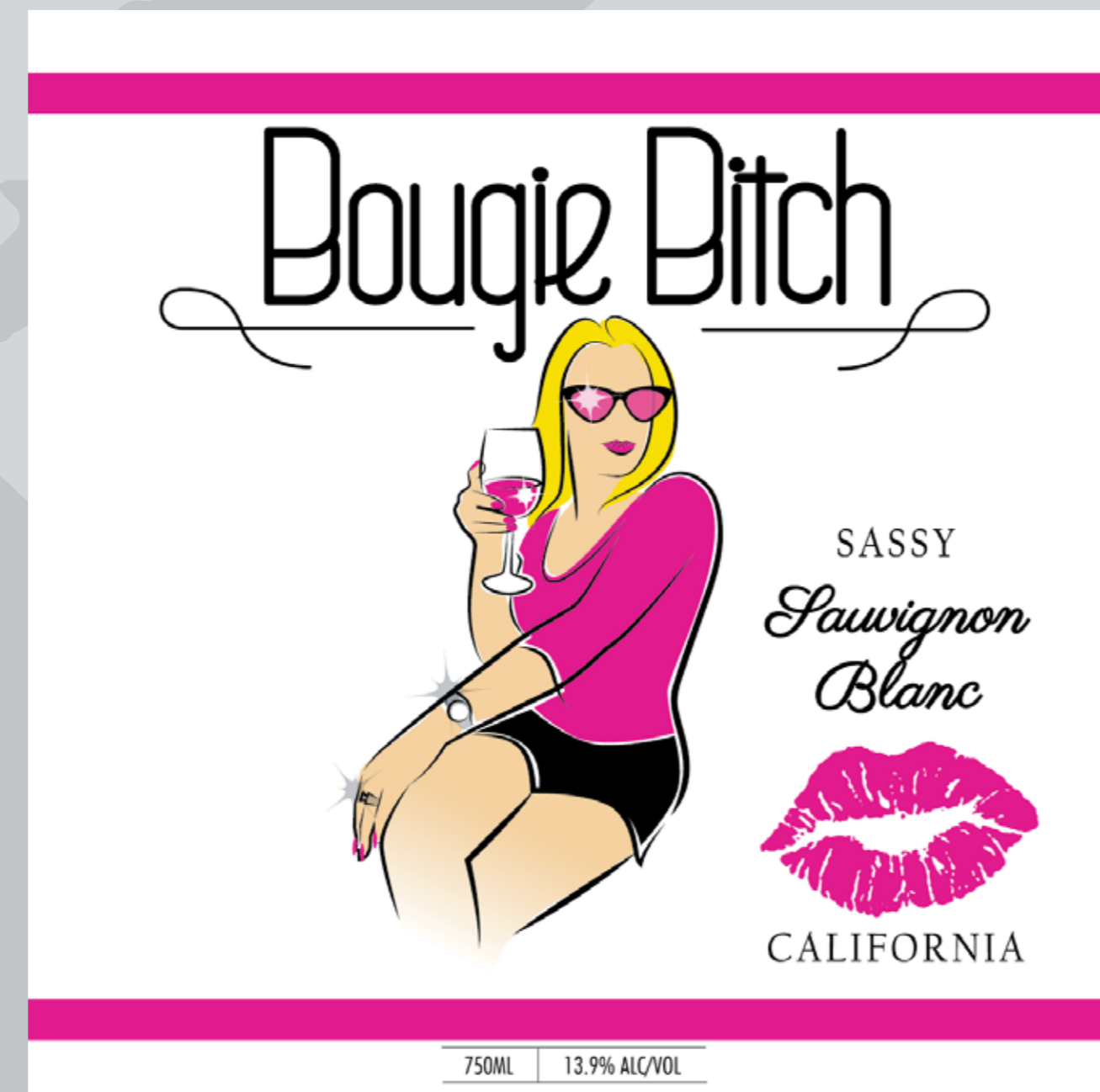
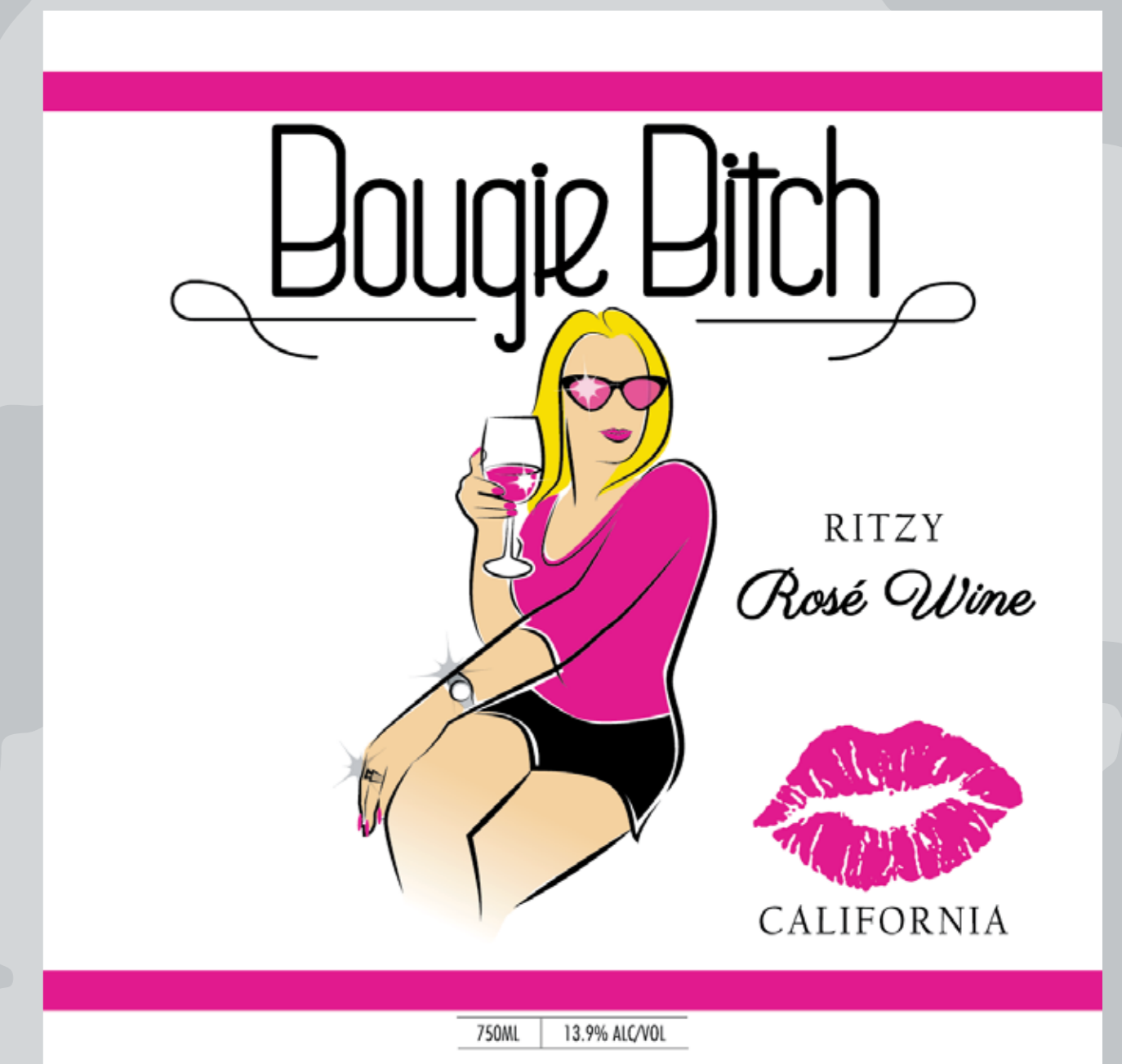
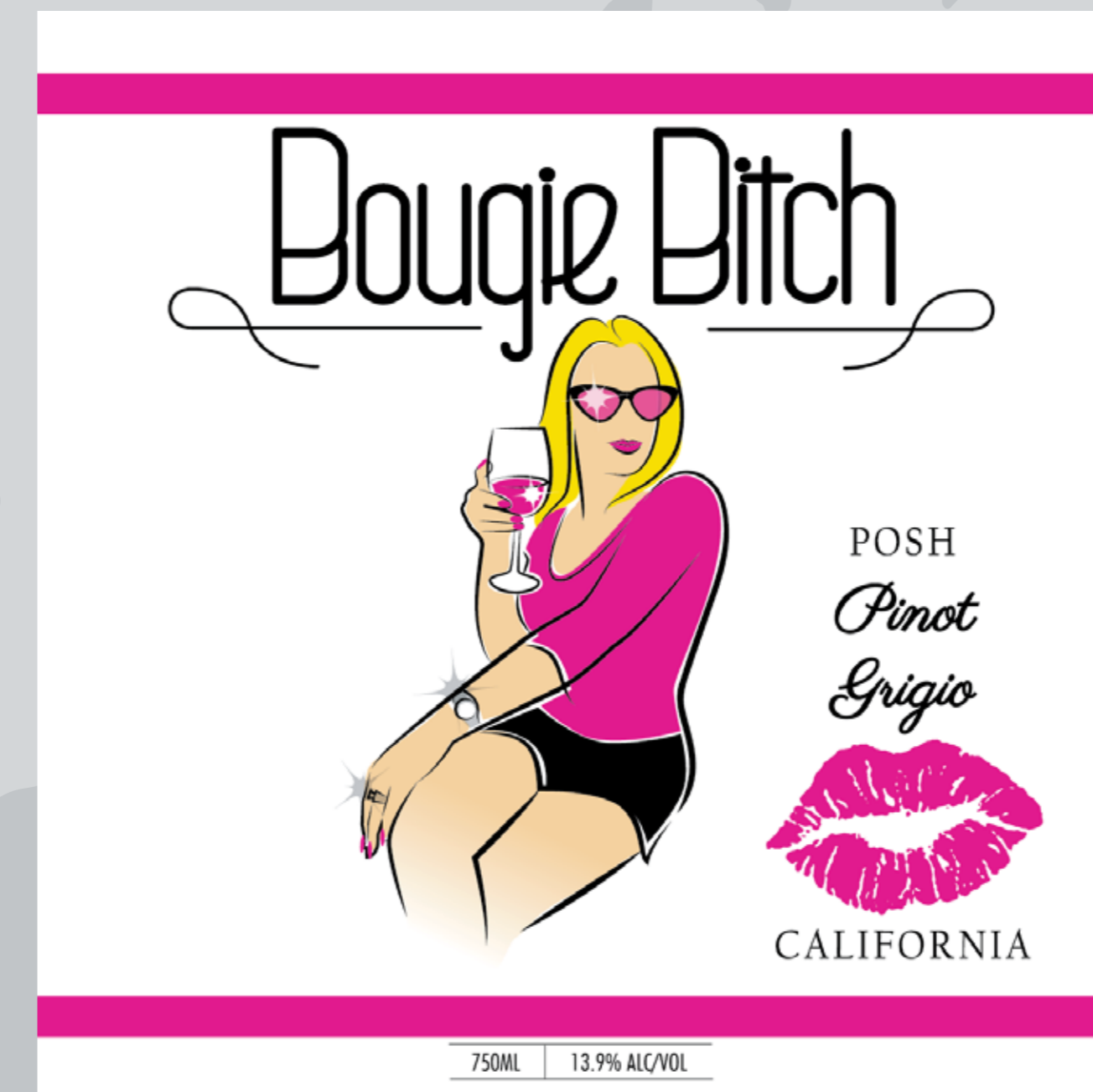
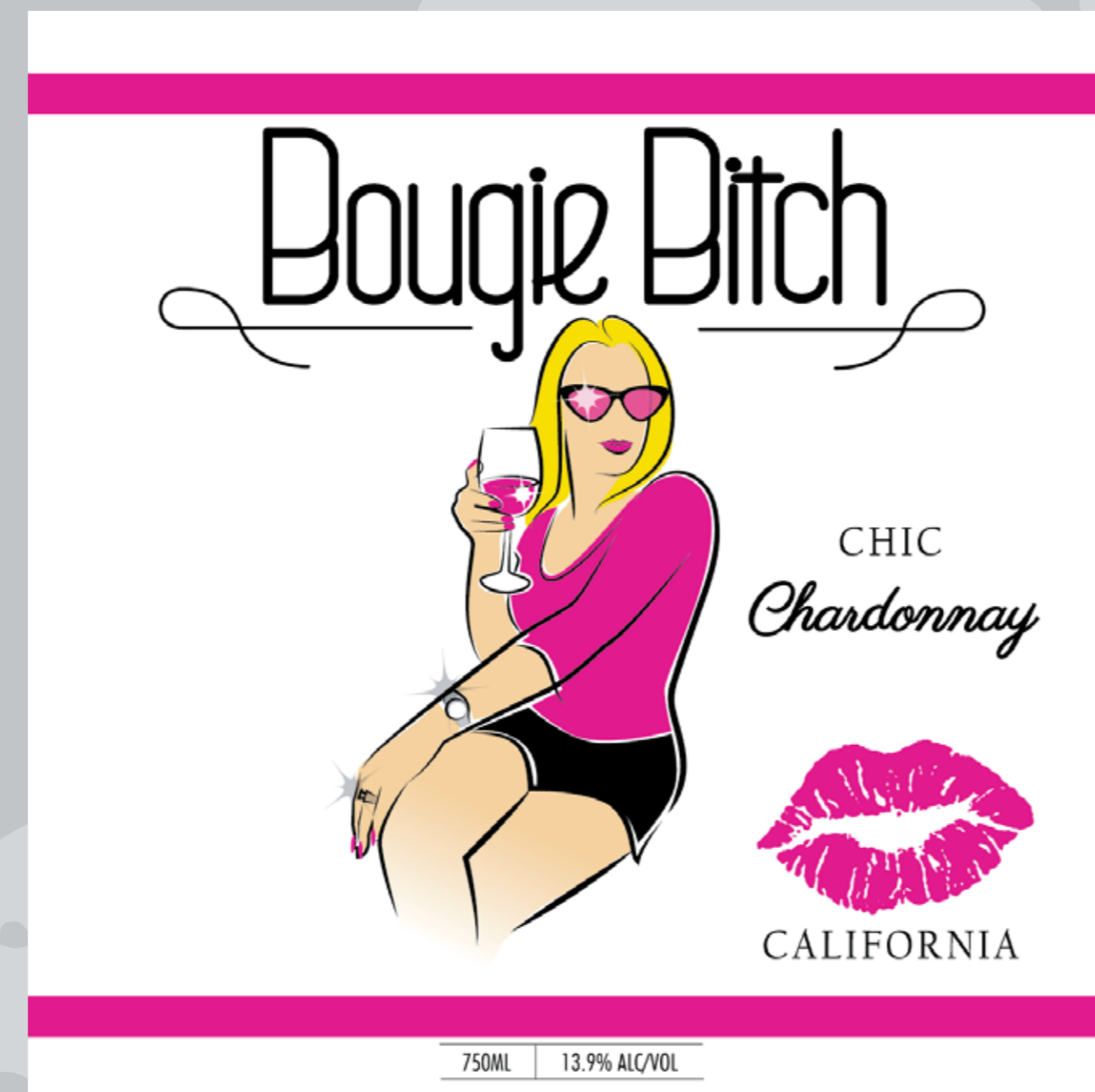
PRODUCT

Brand Story & Positioning

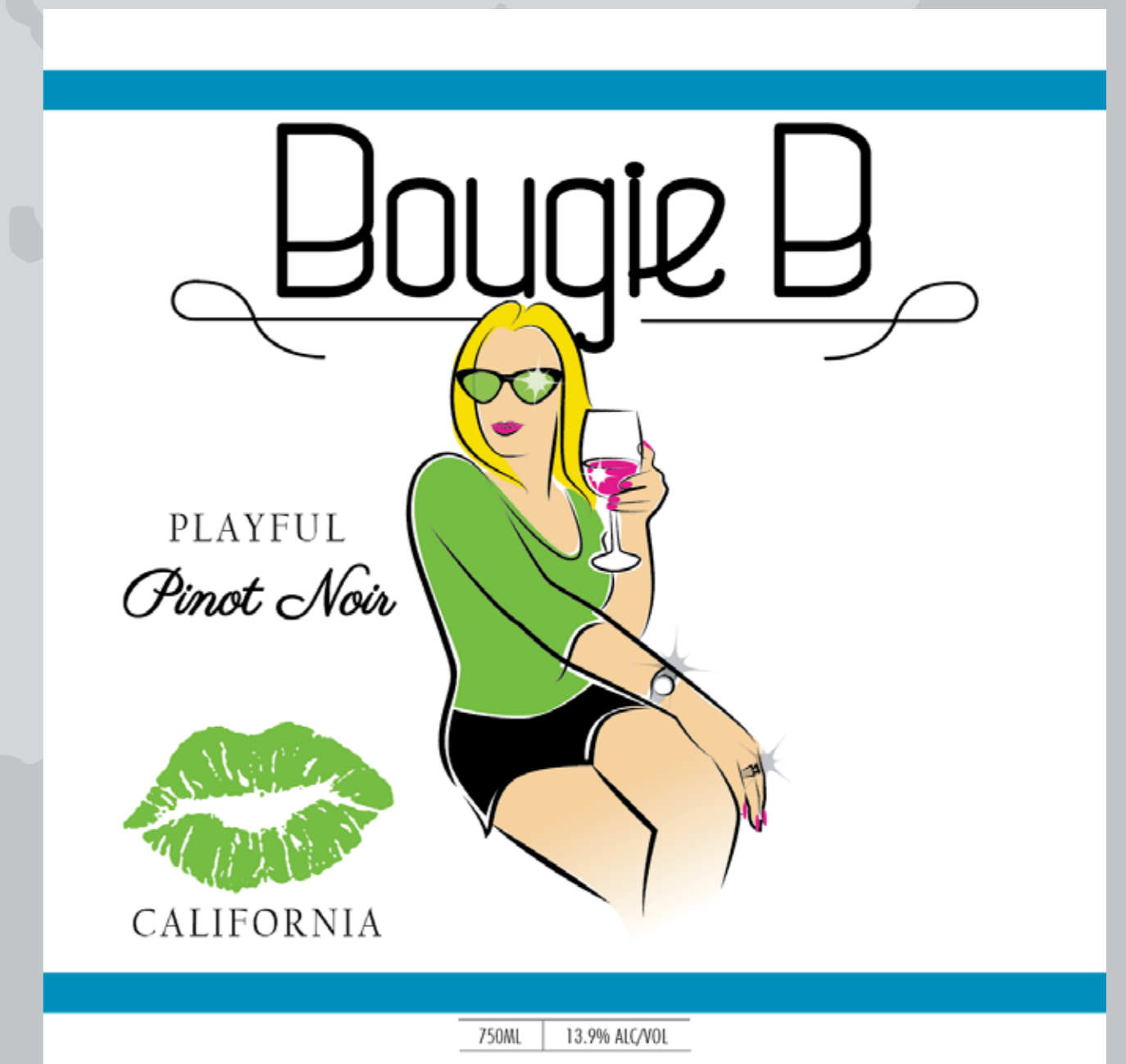
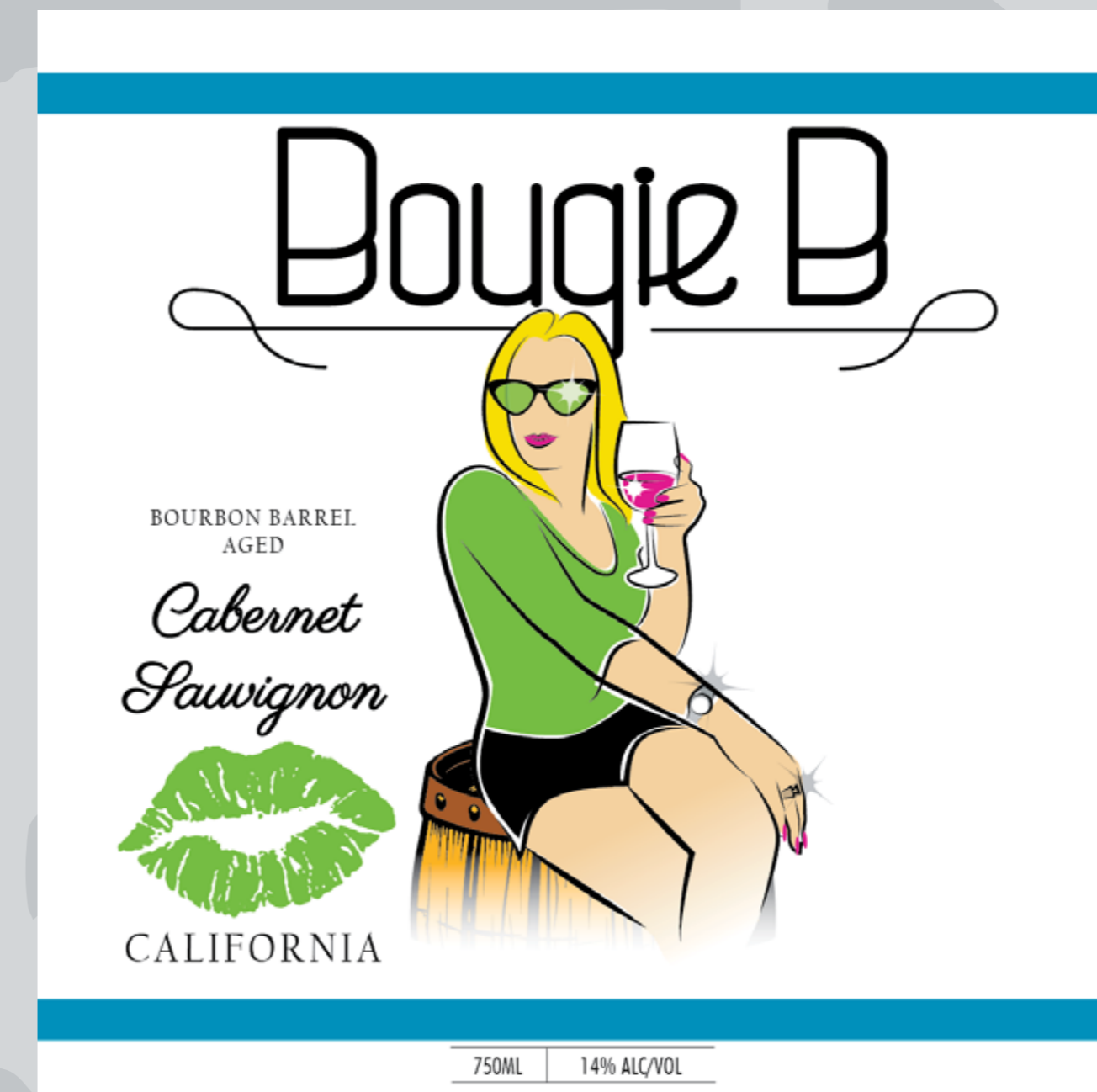
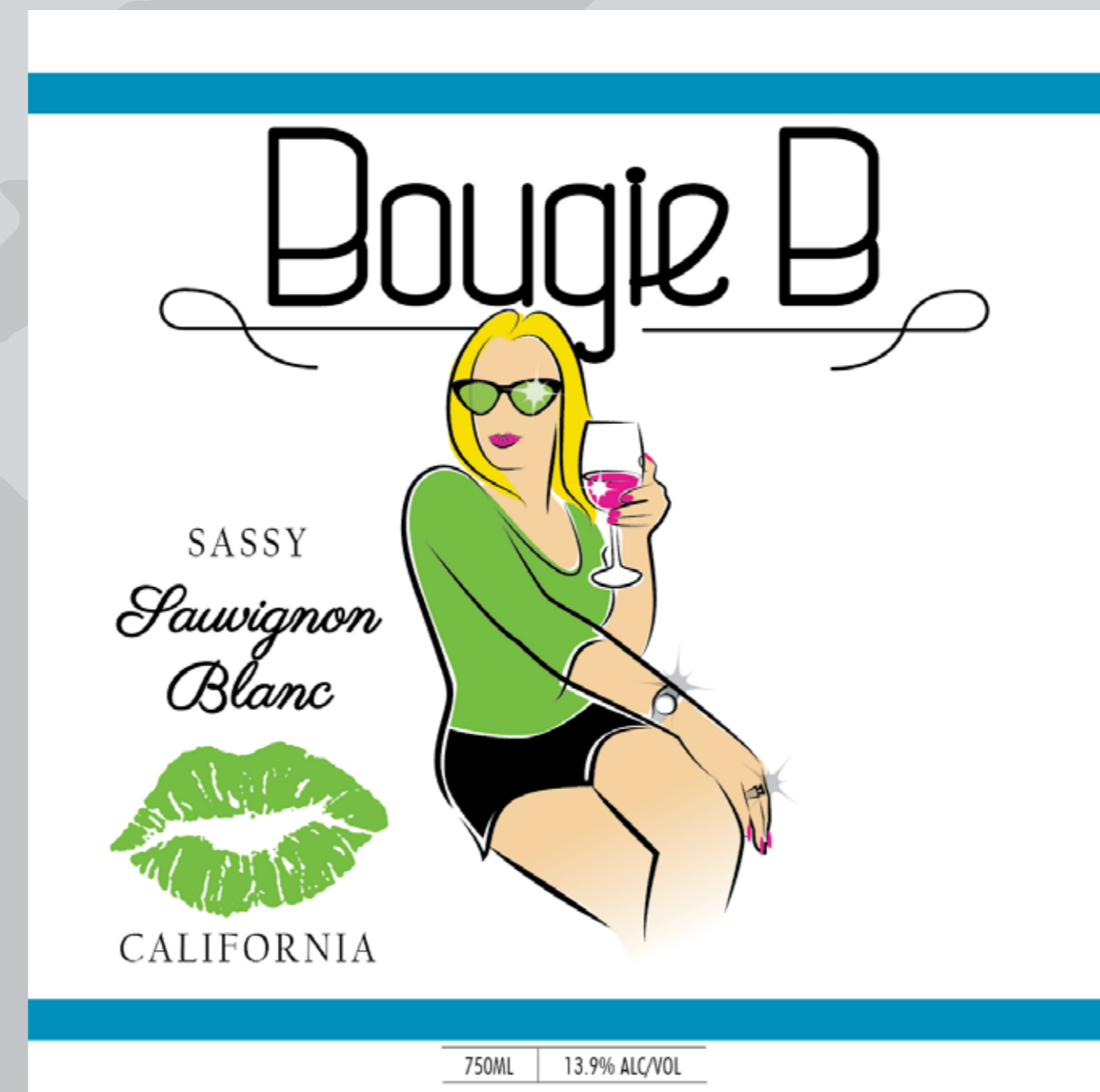
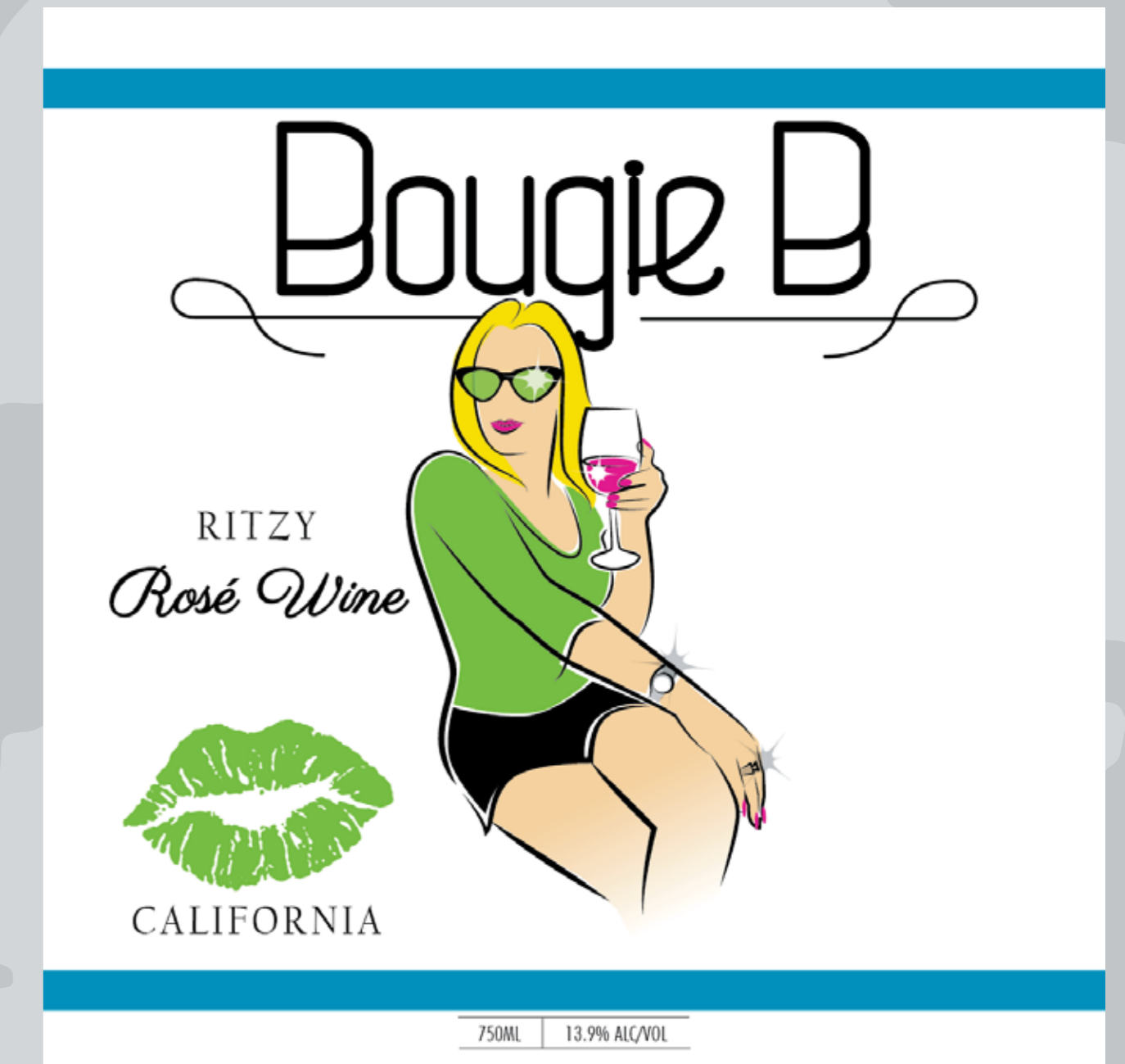
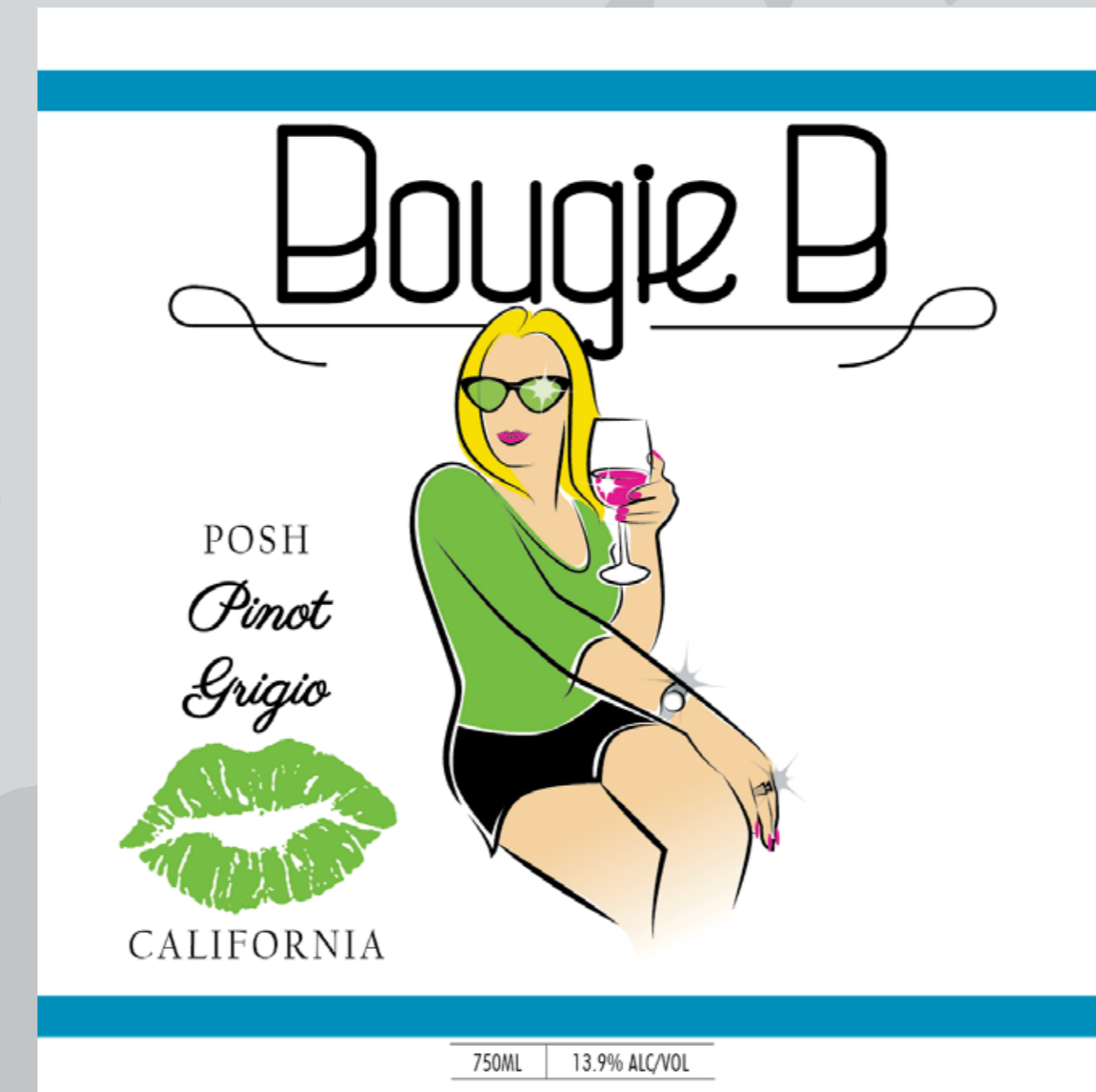
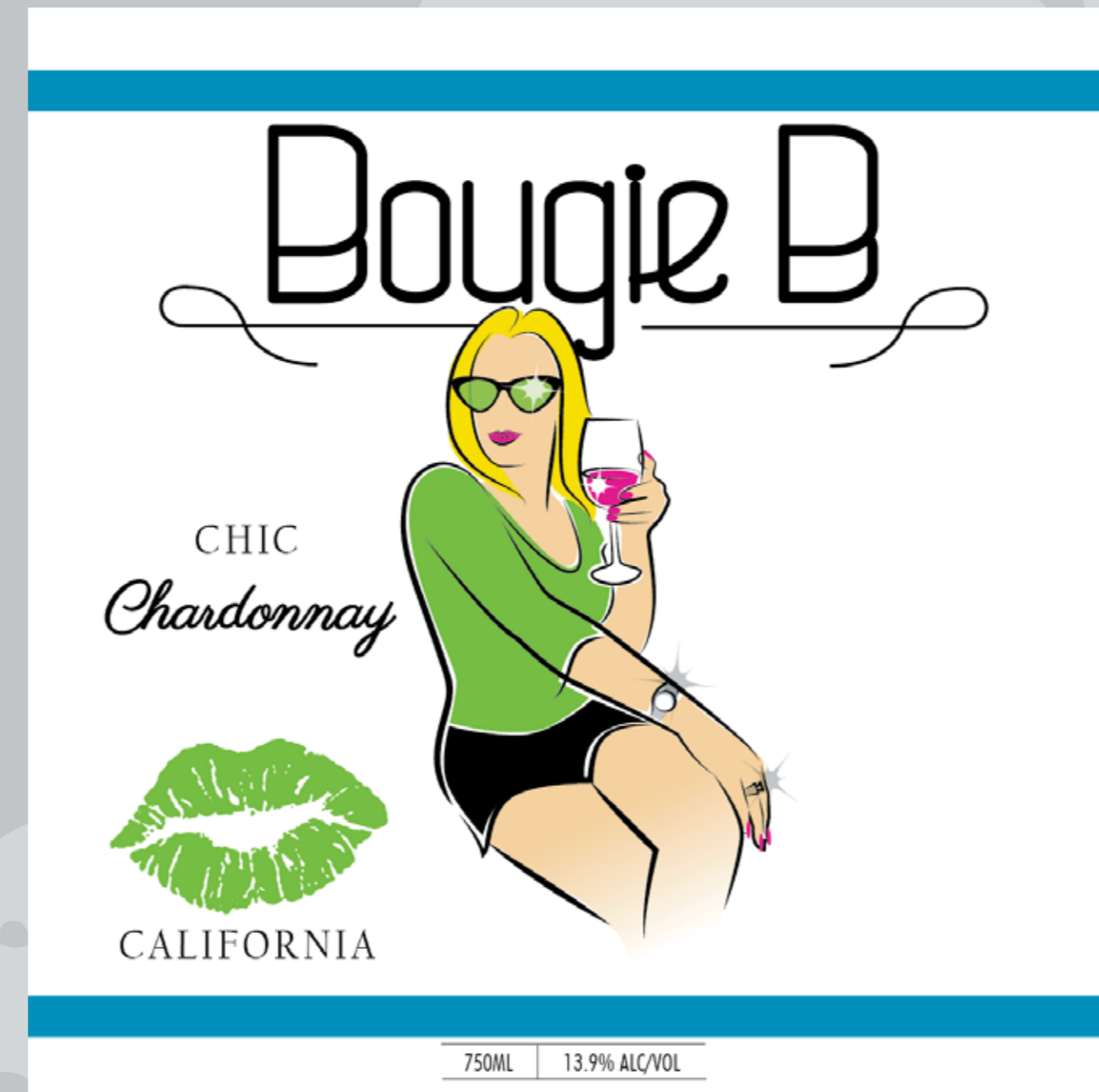
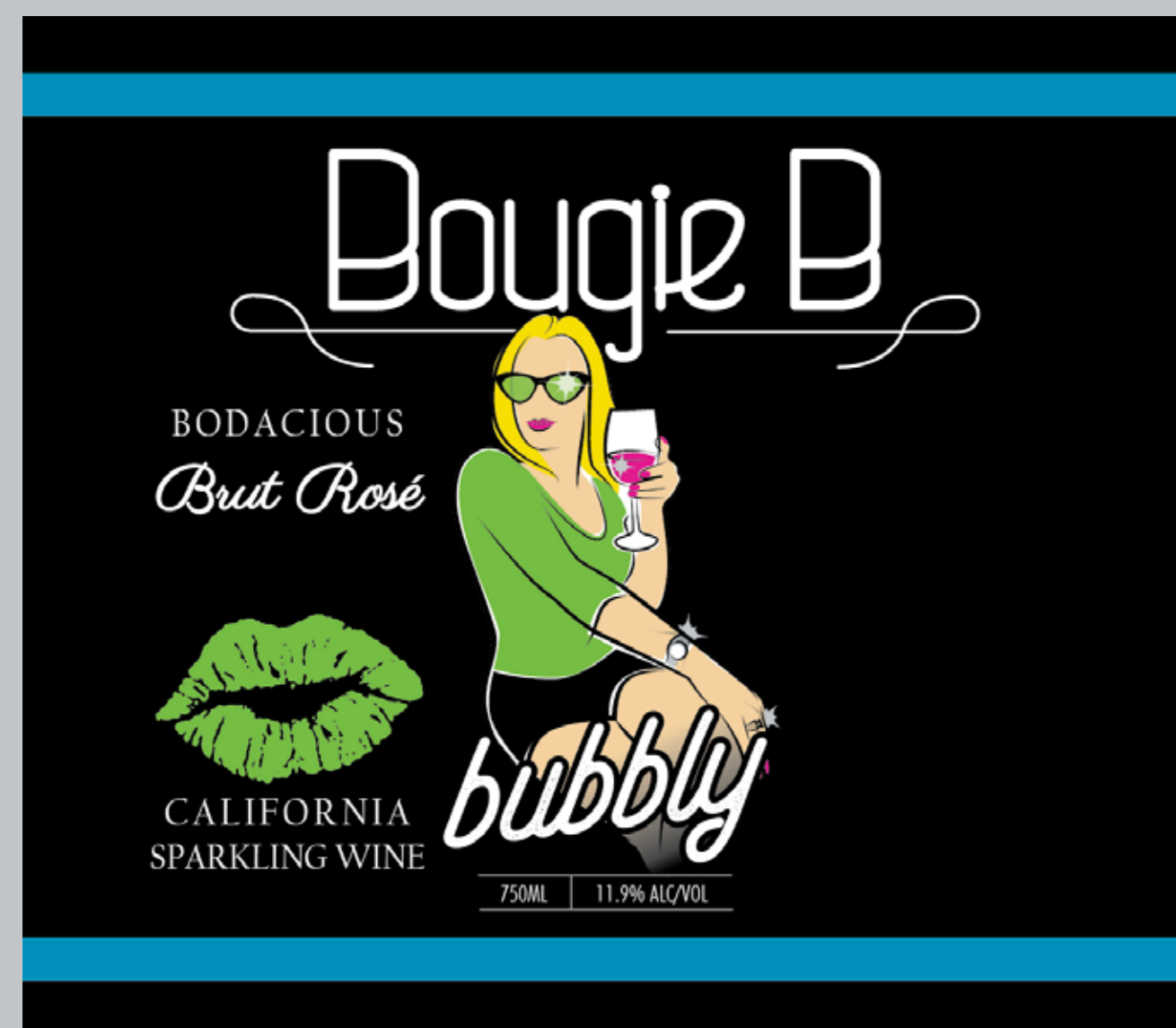


Bougie Bitch wine is premium quality with accessibility and versatility. By sourcing grapes from esteemed California vineyards and collaborating closely with expert winemakers, the brand ensures that each bottle embodies its unique identity and flavor profile. Positioned as an everyday indulgence, Bougie Bitch wine prides itself on offering the perfect balance between affordability and exceptional taste, making it the go-to choice for consumers seeking both value and enjoyment. Whether savored at home for a moment of relaxation, shared with friends at a bar, or brought along to gatherings, the brand instills confidence with its consistent quality, eliminating any need for hesitation or doubt at check-out. It's positioned as the go-to wine for 'Ladies Night', "Bitch Sessions", and other casual get-togethers with female friends.

Bougie Bitch Product Portfolio

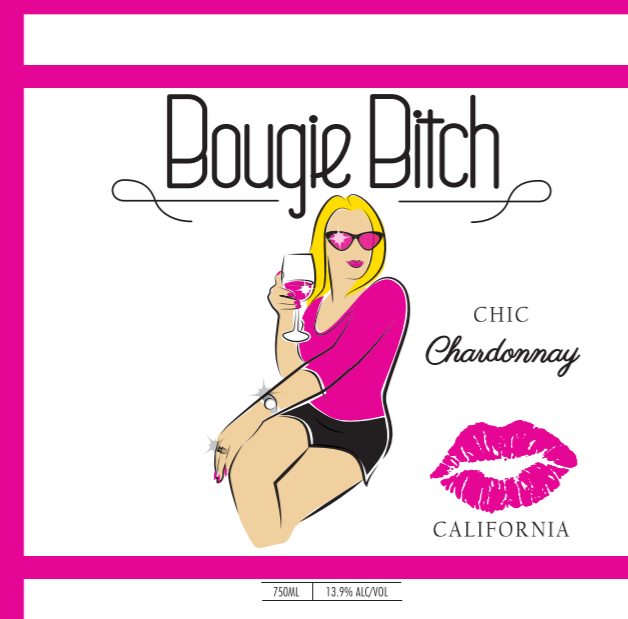


Bougie B Product Portfolio



Bougie Bitch Sell Sheets

Bougie Bitch
Wine



CHIC CHARDONNAY
CALIFORNIA
Buttery with an oak finish. Aromas of Spring, flowers, grass, and chocolate.
13.9% Alc Vol.
SUGGESTED RETAIL
\$14.99



PLAYFUL PINOT NOIR
CALIFORNIA
Bold but not overwhelming, taste of pepper.
Medium bodied, dry on the back end.
13.9% Alc Vol.
SUGGESTED RETAIL
\$14.99



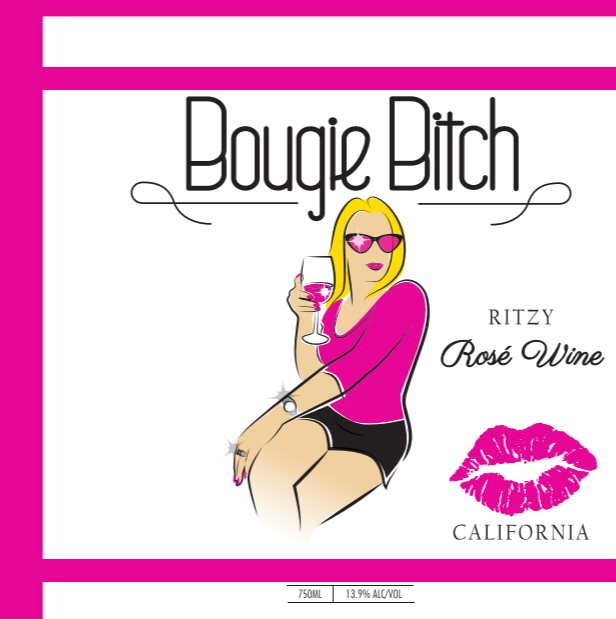
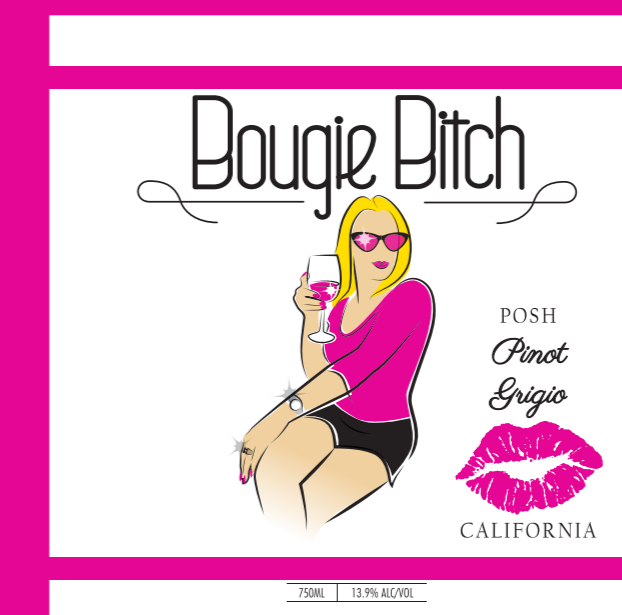
NEW BOURBON BARREL AGED
CABERNET SAUVIGNON
CALIFORNIA
Charred in Tennessee Bourbon barrels for 6 months then in French Oak for 6 months. Creamy vanilla and sandalwood aromas with red fruits, cinnamon and supple tannins on the finish. Bold and full bodied.
14% Alc Vol.
SUGGESTED RETAIL
\$17.99

Bougie Bitch
Wine



BODACIOUS BRUT ROSÉ BUBBLY
CALIFORNIA
Tart berries, citrus, vanilla.
Aroma of orange peel.
11.9% Alc Vol.
SUGGESTED RETAIL
\$21.99

POSH PINOT GRIGIO
CALIFORNIA
Fruity, crispy, tart. Smooth with butter on the front end and a hit of acidity on the back end. Light bodied.
13.9% Alc Vol.
SUGGESTED RETAIL
\$14.99



RITZY ROSÉ WINE
CALIFORNIA
Fruit forward. Pale pink with a bit of a dry finish.
13.9% Alc Vol.
SUGGESTED RETAIL
\$14.99



Devo Dempsey, CEO & Founder
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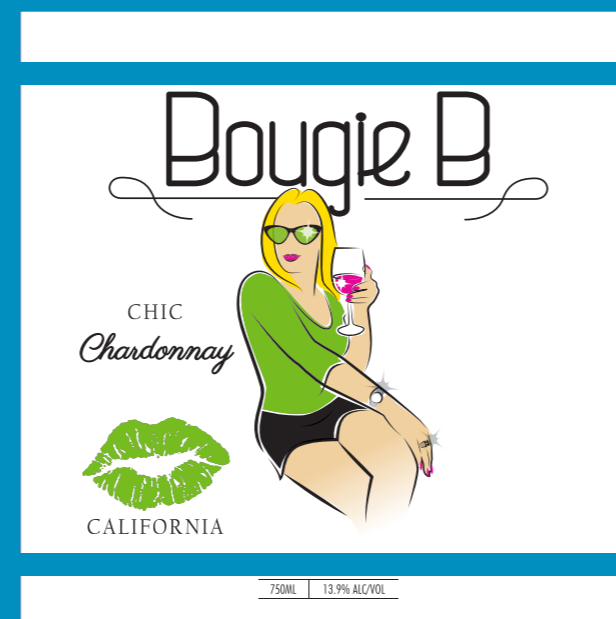
ABOUT BOUGIE BITCH WINE

At Bougie Bitch, our mission is being women together, owning their inner-bougie, and uplifting their spirits in a fun, casual way. We are breaking free from the elitism of typical wine-drinking stereotypes by supplying a high quality, delicious wine that can be sipped by all.

Drink, sip and enjoy for those of us who have been one and those of us who have known one!

Bougie B Sell Sheet

Bougie Bitch
Wine



CHIC CHARDONNAY
CALIFORNIA
Buttery with an oak finish. Aromas of Spring, flowers, grass, and chocolate.
13.9% Alc Vol.
SUGGESTED RETAIL
\$14.99

BODACIOUS BRUT ROSÉ BUBBLY
CALIFORNIA
Tart berries, citrus, vanilla.
Aroma of orange peel.
11.9% Alc Vol.
SUGGESTED RETAIL
\$21.99



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Devo Dempsey, CEO & Founder
info@bougiebitch.wine

UPC Information

Product	UPC (Bougie Bitch)	UPC (Bougie B)	CASE SIZE	CASE WEIGHT	PALLET	PALLET WEIGHT
<i>Bourbon Barrel Aged Cabernet Sauvignon</i>	76821 58793	76821	9L (12 x 750ml)	36 lbs	56 Cases	2016 lbs
Rosé	76821 55417	76821 55417	9L (12 x 750ml)	36 lbs	56 Cases	2016 lbs
Pinot Grigio	76821 56446	76821 56446	9L (12 x 750ml)	36 lbs	56 Cases	2016 lbs
Pinot Noir	76821 56484	76821 56484	9L (12 x 750ml)	36 lbs	56 Cases	2016 lbs
Chardonnay	76821 56688	76821 56688	9L (12 x 750ml)	36 lbs	56 Cases	2016 lbs
Brut Rosé Bubbly	76821 56594	76821 56594	9L (12 x 750ml)	36 lbs	56 Cases	2016 lbs

Unique Selling Points



- Great tasting quality California wine at affordable prices
- Casual, everyday indulgence, appeals to wider audience (ex: typical non-wine drinkers)
- Unique flavor variety (white, red, bubbly) for all occasions
- Woman founded & owned business.
- Charity organization supports single mothers

Bougie Bitch



DISTRIBUTION
STRATEGY

Sales Data

A light blue illustration in the background shows two stylized figures, a man and a woman, standing in front of a large digital screen. The man on the left is holding a tablet and pointing at the screen. The woman on the right is holding a laptop and pointing at the screen. The screen displays a bar chart with three bars of increasing height, a line graph with an upward trend, and several dollar signs. Above the screen, a rocket is launching upwards. To the left of the screen, there are gears and a list of three items in a box. The overall theme is business growth and data analysis.

- 22 active accounts (currently all on-premise) throughout the greater Virginia Beach area.
- All accounts opened less than 12 months ago (2023)
- 100% of all accounts have re-ordered product.
- DTC in 46 states launched September 3, 2024

Discounts and Incentives

Sample Discount & Incentive Programs:

- Food Lion promotion program
- New launch promo
- Placement incentives
- New distributor launch
- Incentives for the most new accounts
- Tasting incentives



Inquire with our distribution manager for special discounts and incentives!

Bougie Bitch



MARKETING
& SUPPORT

Marketing Strategies

WOMEN'S HISTORY
MONTH



OCTOBER
**BREAST
CANCER**
AWARENESS MONTH



Bougie Bitch will be sponsoring, supporting and participating in many well known events throughout the year including gay pride week, Women's History Month (March) and Breast Cancer Awareness (Oct).

Bougie Bitch Swag



Wine Scented Bath Salts

\$12.00

Classy Cabernet

Add to cart



Lip Bath Bomb

\$10.00

Add to cart



Bougie Bitch Tumbler

\$25.00

Add to cart



Bougie Bitch Wine Double Walled Wine Tumbler

\$17.00

Add to cart



Long Sleeve Bougie Bitch White Button up

\$39.99

Small

Add to cart



Gettin Bougie With It Pink V-Neck

\$25.00

Small

Add to cart



Bougie? White V-Neck

\$25.00

Small

Add to cart



Bougie B Swag Getting Bougie With It Crew Neck Navy

\$25.00

Small

Add to cart



Bougie Bitch Wine Bottle Lip Gloss

\$8.00

CR01 Light Pink

Add to cart



Bougie B Tumbler

\$25.00

Add to cart



Bougie Bitch Wine Bottle Carrying Koozie

\$25.00

Add to cart



Bougie B Swag Tote Bag

\$32.00

Add to cart



Bougie Bitch Beanie

\$27.00

Add to cart



Bougie Bitch Ball Caps

\$27.00

White with Black Writing

Add to cart



Bougie B Ball Caps

\$27.00

Pink With White Lettering

Add to cart

Marketing Strategies: Events

Upcoming Industry Events

- Chicago USA Trade Tasting May 2024
- Miami Caribbean & Central America Trade Mission June 2024
- India Inbound Mission to Georgia June 2024
- International Food & Beverage June 2024
- Vinexpo / Fancy Foods NY June 2024
- International Bulk Wine & Spirits July 2024
- South Africa Inbound Trade Mission Miami Sept 2024
- Canada Beer & Spirits Louisville KY Sept 2024
- Sacramento Unified Grape Symposium Jan 2025
- WSWA Las Vegas Jan 2025



USA
**TRADE
TASTING**



VINEXPO

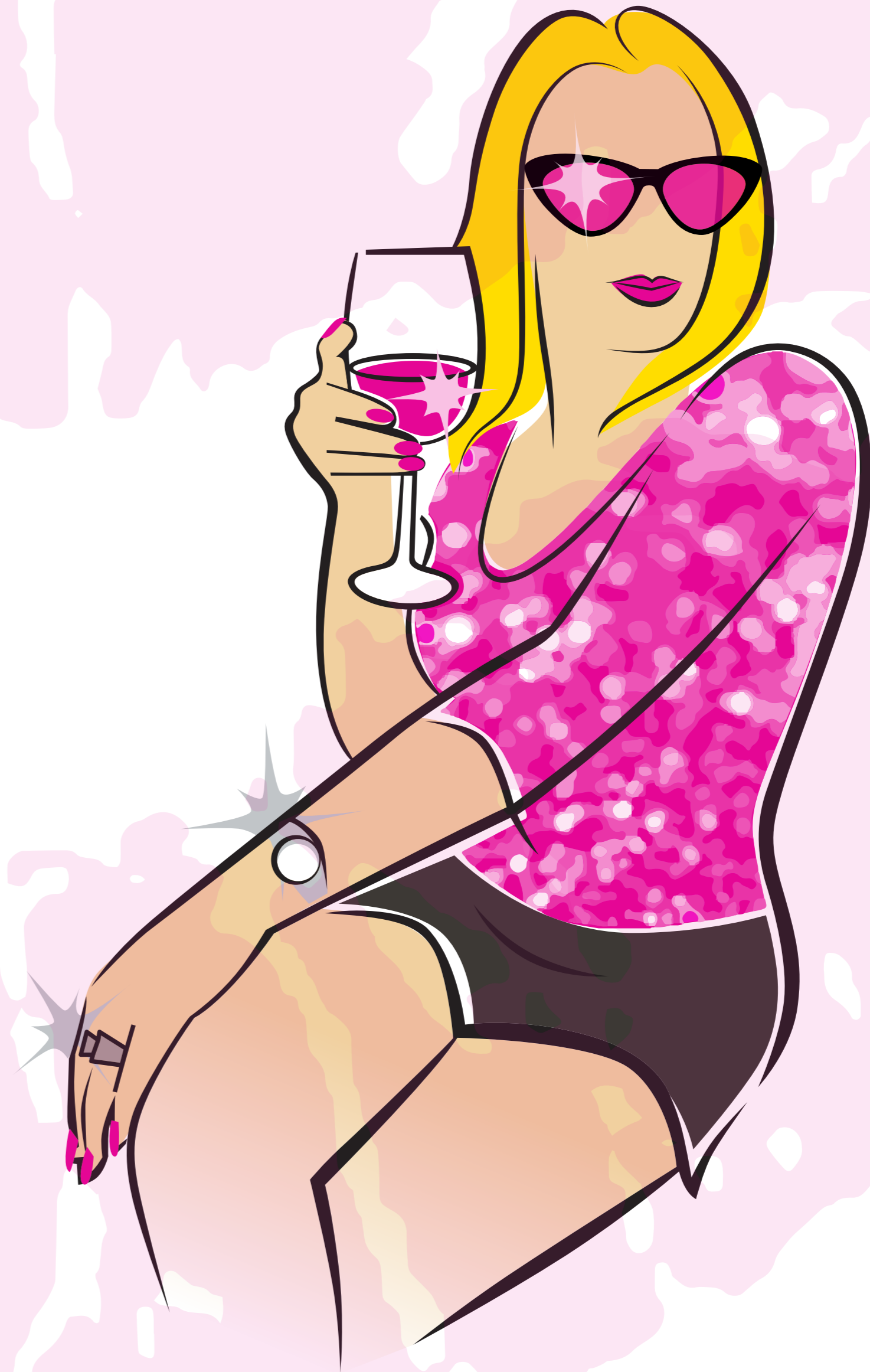


Sales & Distribution Point of Sale Materials

Bougie Bitch Wine Off Premise / On Premise

POS Materials Include:

- Shelf Talkers
- Table Tents
- Bottle Neckers
- Case Displays
- Door Clings
- Floor Decals
- Sell Sheets
- Tasting Notes
- On Premise Table Tent Menus (Happy Hour)
- Off Premise Sampling / Tasting Budget



Bougie Bitch



TESTIMONIALS &
ENDORSEMENTS

Testimonials

"Bougie Bitch wine awakened the bouginess in me that I thought was gone!"

Grace, 94 yr

"Oh that Bougie Bitch Bourbon Barrel Aged Cab is like a warm hug – lush, cozy and inviting. So Bougie!"

Linda, 77 yr

"Price point makes Bougie Bitch wines the perfect choice for a girls' night get together."

Lara, 49 yr

"All my ladies love Bougie Bitch wine, so you know I love it too!"

Rich, 35 yr

"Girls just wanna have wine - Bougie Bitch wine."

Kylee, 22 yr

Bougie Bitch



Thank You!

Devon Dempsey ● devon@bougiebitch.wine ● 757.761.6006

