

January 7, 2022



Winc's Strong Wholesale Growth Driven by Unique Omni-channel Strategy

Participating in ICR Conference on Monday, January 10, 2022

LOS ANGELES, Jan. 7, 2022 /PRNewswire/ -- Winc, Inc. ("Winc" or the "Company") (NYSE-American: WBEV), one of the fastest-growing beverage companies in the United States, continues its strong wholesale growth with a portfolio of brands for the next generation of consumers such as Summer Water and Lost Poet. In 2021, Winc's wholesale portfolio expanded by 50% more SKUs overall and saw its brands perform well on shelves, growing by 123% in sales at Whole Foods ⁽¹⁾ and by 75% in overall depletions among national and regional chains ⁽²⁾.



Geoff McFarlane, CEO and co-founder, and Brian Smith, President and co-founder, will participate in a virtual fireside chat at the 2022 ICR Conference on Monday, January 10, 2022, at 3:30 p.m. Eastern Time. The live webcast will be accessible in the News & Events section of the Company's Investor Relations website at ir.winc.com. An archived replay of the webcast will also be available shortly after the live event has concluded.

Source: Company data

⁽¹⁾ Comparing unit sales January - November 2021 vs. same period 2020, Whole Foods data as of January 3, 2022

⁽²⁾ Depletion data as of January 5, 2022

About Winc

Winc is one of the fastest growing beverage companies in the United States with a successful national portfolio of brands fueled by an omni-channel distribution network. Winc's unique digital-first marketing strategy and platform, Winc.com, drive e-commerce, deep customer connections, and data analytics, which we leverage across our expanding network of wholesale and retail partners to develop and scale brands, propelling its powerful omni-channel growth strategy.

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