



fLo...™
{FOR THE LOVE OF}

DRINK. ENJOY. SHARE.

THE PITCH PACKET





**USA
TODAY**
A GANNETT COMPANY
**10 BEST
CELEBRITY
WINE LINES**



FLO Wine received the honor of being named one of the Top 10 Celebrity Brands in the United States. Other notables included: Martha Stewart, Dave Mathews, Drew Barrymore, and Trane.

Flo also won the People Choice Award at the 2018 Exclusive BlackList Wine Fest in Richmond!

Wine Recognition

INTERNATIONALLY ACCLAIMED JAZZ PIANIST MARCUS JOHNSON PRESENTS FLO



WHAT IS FLO?

FLO Brands is a lifestyle company created by Marcus Johnson. FLO Brands' mission is to enhance our customers' lives and make each day a little better one sip and sound at a time.

It represents the journey through which we discover those things in life that fulfill us and make each experience a little better.

For the love of life, self, happiness, passion, joy... love itself.

The FLO mission is one of lifestyle enhancement. Our goal is to create a product-mix that enhances the consumer experience. FLO Brands' products include the FLO CD Series, FLO Wine, FLO Fest, and more.

MAKING LIFE BETTER ONE SIP AND SOUND AT A TIME

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OUR CA WINE COLLECTION HAS THREE VARIETALS

MOSCATO

Fermented with a reduced amount of residual sugar, this slightly effervescent wine contains bright fruit notes of honeysuckle, melon, and orange blossoms.

It finishes with ripe apricots and delicate rose petals.

CHARDONNAY

A well-balanced, fruit forward wine that appeals to a wide audience.

A minimal amount of oak allows the bright fruit notes to stand out. This wine has a balanced acidity and rich finish.

RED BLEND

A smooth, silky Merlot and blended Cabernet Sauvignon to add a backbone and lengthen the finish.

Malbec contributes bright upfront fruit on both the nose and palate.

USA Today Top 10 Celebrity Wine Lines





THE MARCUS JOHNSON FACTOR

THE MUSICAL FLO!

- 160K WEEKLY PANDORA SPINS
- 10 TOP 10 BILLBOARD RECORDS
- NAACP IMAGE AWARD NOM
- CATCH THE FLO RADIO
- 100K SOCIAL MEDIA FOLLOWERS



FLO WINE DISTRIBUTORS

Southern Glazier Wines and Spirits:
Illinois, Maryland, Washington D.C., Nevada

Empire: North Carolina

Epic Wine & Spirits: California

Virginia Imports: Northern Virginia

Atlanta Beverage: Georgia/Atlanta

Wine Symphony: New York

Suggested Retail Price: \$11.99-\$12.49



Visit us at www.buyflowine.com

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FLO Wine is but one expression.

FLOsophy: Our philosophy in blending the 2014 FLO Red Blend was to create a wine that would be a great value for the price and appeal to a wide audience. We started with a smooth, silky Merlot and blended Cabernet Sauvignon to add a backbone and lengthen the finish. Petite Sirah and Malbec contributed bright upfront fruit on both the nose and palate. It is a true value for those with world class taste!

Red Wine

Vintage: 2015

Appellation: California

Alcohol: 13.5%

RS: 0.75g/100mL

TA: 0.56g/100mL

Oak: American & French

Aromas

Cherry
Blackberry
Sweet Herbs

Flavors

Black Cherry
Dark Chocolate
Hint of Spice

Structure

Medium Bodied
Balanced Acidity
Mild Tannins

Wine Makers: Richard Mansfield, Kurt Lorenzi

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FLOsophy: Our philosophy behind blending the 2014 FLO Chardonnay was to create a wine that would be a great value for the price and appeal to a wide audience. What we ended up with is a well-balanced, fruit forward wine. We started with 76% Chardonnay and added 24% other White Blends to add floral notes and to enhance the fruit flavors and soften the finish. It is a true value for those with world class taste!

Chardonnay

Vintage: 2014/15
Appellation: California
Alcohol: 13.0%
RS: 0.90g/100ml
TA: 0.55g/100ml
Malolactic Fermentation: 25%

Aromas

Lemon Zest
Floral Notes
Toasty Oak

Flavors

Tropical Fruit
Green Apple
Pear

Structure

Medium Bodied
Smooth Acidity
Rich Finish

Wine Makers: Richard Mansfield, Kurt Lorenzi





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2014/15 CALIFORNIA MOSCATO

Just in time for summer, our cool, crisp FLO Moscato will help you beat the heat. Bright notes of honeysuckle, melon and aromatic orange blossom jump out of the glass. Once this wine moves past your lips, flavors of ripe apricots and delicate rose petals envelop the pallet while its lively acidity and slight effervescence bounce off your tongue. This is truly summer in a glass.

Wine Makers: Richard Mansfield, Kurt Lorenzi



FLOBRANDS.COM