

Meet MENDO

BIGFOOT APPROVED.
US FARMED CERTIFIED.



WHY MENDO?

CATEGORY INSIGHT

- **Winning Price Category** - Ultra Premium is nearly flat, outpacing Table Wine by 4.3pts!¹
- **Winning Population Demographics** - Millennials now make up the largest share of U.S.wine drinkers (31%)² - with men ~50% more likely to spend more per bottle than women
- **Winning Proposition** - Men rank APPELLATION among the TOP most important attributes outside of price (vs. #6 for general market), 58% of surveyed consumers have somewhat to very positive perceptions of Mendo as a wine region.³

REASON TO BELIEVE

- **Quality Product** - Scores a 92 from James Suckling and Best Buy at 90pts from Wine Enthusiast - 51% of surveyed consumers rank quality scores as the most important factor to purchasing wine.³
- **Compelling Cause (US Farmed Certified by the American Farmland Trust)** - 47% of surveyed consumers stated that US Farm Certified increases interest in purchasing the brand.³
- **Advantageous Appellation** - Among men familiar with Mendocino County, 85% say they're more likely to purchase a wine because it's from there.⁴

CONSUMER AWARENESS LEVERS

- **Liquid to Lips Trial Activations** - drive trial at Mendo Film Fest and thematic demos in-store
- **Leverage Viral Media about Bigfoot** - use social listening to stay informed and be in the loop with Bigfoot (from Bigfoot sightings to lore to fun facts to Bigfoot chat rooms & communities)
- **influencer & UGC** - create influencer getaway that highlights Mendo creating a sense of place
- **Geotargeted Ads** - geotarget locations that carry Mendo with our Bigfoot wine ads
- **PR** - more engagement with activations of the American Farmland Trust & farmer grants



1. Circana, Total MULO L52 Wks ending 8/31/25
2. Wine Market Council, US Wine Drinking Cohort Study
3. Numerator Mendo Concept Test Survey Results 2026
4. SightX Consumer Survey, 1300 respondents, March 2025