



Our Joe To Go leads the pack when it comes to really good wine in a can. Hit the beach or head for the trails and take Wine By Joe places wine has never gone before!

TAKING WINE PLACES IT'S NEVER GONE BEFORE

Joe to Go was specifically crafted to be enjoyed anywhere, by anyone; so we put wine in a can and called it Joe to Go. Keeping quality high but adding convenience, Joe to Go is a wine ready for any adventure.

CONVENIENT

- Cans are portable and easy to chill
- You can take cans places where bottles are a pain in the neck, like to the beach, hiking, or an overnight camping trip, not to mention golf courses, swimming pools, and concert venues.

TOP QUALITY WINE THAT STAYS FRESH

- As long as the wine that goes into the can is good, it will be preserved as such, and ours is great! Real good wine stays good longer in cans than bottles.
- Joe to Go will stay fresh 2+ years. However, we'll go ahead and say, this isn't a wine that you "lay down in the cellar" -- Pop open the can and sip now!
- Cans are filled right up to the top which means there is little chance of oxygen getting in at filling, keeping the wine fresh for longer!
- Just like other canned products such as soda or fruit juice, we line our cans with a food grade liner, that protects the wine from a metallic taste.
- Joe to Go was specifically crafted to be consumed out of the can. You'll find the same quality as Wine By Joe bottles with Joe To Go, but with the added value of a convenient package. It's a half bottle and twice as convenient!

HOT CATEGORY

- 375ml cans: Fastest growth of all alternative format + 302% by Vol
- PINOT GRIS, ROSÉ, & PINOT NOIR: Leading varietal in Premium+ Can Segment
- Oregon owns the Premium+ Cans Category, +153% by Volume

Source: Nielsen Brand + Item Rank Reports, Total US xAOC, Latest 52 Wks Ending 07/13/19

WINE IN A CAN: CONVENIENT, EXCITING & ECO-FRIENDLY