



Consumer Satisfaction Summary powered by **tastury**

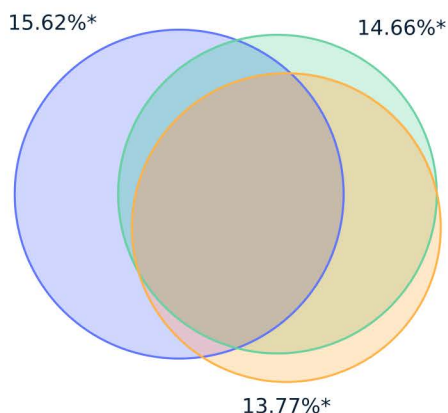
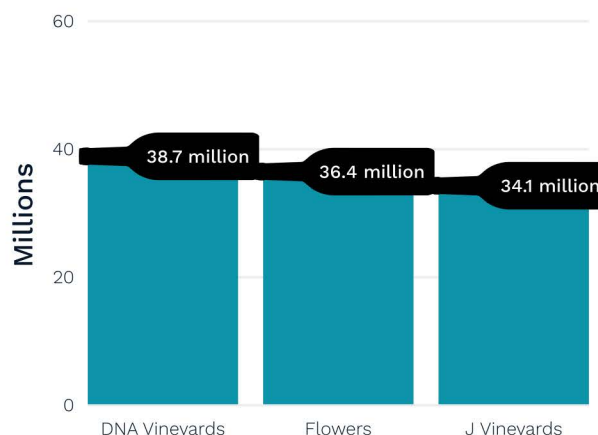
Market Coverage

DNA Vineyards Russian River Valley Pinot Noir 2022 outperforms Flowers and J Vineyards. Individually, DNA Vineyards will attract **2.4 million more consumers** than Flowers and **4.6 million more consumers** than J Vineyards.*

*Based on Tastry's proprietary consumer sentiment analysis and US consumer palates database.



Consumers who will like these wines



- DNA Vineyards Russian River Valley Pinot Noir 2022
- Flowers Sonoma Coast Pinot Noir 2022
- J Vineyards Russian River Valley Pinot Noir 2022

*Percent of Tastry's panel of ~248 million (drinking age) consumers who will enjoy this wine.

Consumer Preference

How many more consumers prefer DNA Vineyards Russian River Valley Pinot Noir 2022?



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Tastry is a sensory sciences company used by leaders in wine production and retail to build and increase the marketability of their wines to US Consumers. TastryAI accurately predicts aggregated consumer sentiment for a wine across US drinking-age consumer palates before it hits the shelves. To learn more, scan the QR Code or visit www.tastry.com.