



INVEST IN MOM JUICE

## Better-For-You, Low-Sugar Wines Designed for Today's Woman

[momjuicewine.com](https://momjuicewine.com) Denver, CO     

Female Founder

Alcohol & Vice

Food & Beverage

Ecommerce

Consumer Goods

## Highlights

1  Served Onboard with American Airlines

2 Raised \$1.1M in capital from Angel Investors

- 3 Featured in Black Enterprise, WWD, FORBES, the Today Show, and Good Morning America
- 4 Launching in 800+ Stores in 2025 (available in 400+ now) including Target, Total Wine, and Safeway
- 5 AfroTech Founders Circle + Black Ambition Prize winner in 2023

## Featured Investors



**Jermeen Sherman**

Invested \$20,000 ⓘ

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### Syndicate Lead

Managing Director of Programs & Operations at Black Ambition Prize Fund  
[blackambitionprize.com](https://blackambitionprize.com)

**Jermeen Sherman,**

“Black Ambition is proud to support visionary underrepresented entrepreneurs who are redefining industries and creating lasting impact. KT Winery is more than just a better-for-you wine brand—it’s a movement rooted in community, innovation, and inclusivity. As winners of the 2023 Black Ambition Prize Competition, the founders of Mom Juice have demonstrated the strategic insight, financial acumen, and purpose-driven leadership that align with our mission to position diverse founders to excel, uninterrupted. Their investment in KT Winery is a testament to their commitment to elevating diverse businesses and reshaping the future of entrepreneurship. We are excited to see how this partnership flourishes, opening new doors and setting the stage for meaningful change.”



**Rachel Roff**

Invested \$25,000 ⓘ

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Founder and Recently Exited CEO of Urban Skin Rx  
[therachelroff.com](https://therachelroff.com)

“I truly believe in the name Mom Juice—it’s golden. The brand and its positioning in the spirits category are incredibly strong. So many startups miss the mark on branding and

spirits category are incredibly strong. So many startups miss the mark on branding and creativity, making it hard to resonate with consumers. Mom Juice gets it right. Beyond that, what truly convinced me to invest was the grit, tenacity, and hustle of the founders. I believe they understand the sacrifices needed to grow this brand in a way that is both financially and operationally smart. Their commitment and strategic mindset set them apart, and I have no doubt that Mom Juice is built for success.”

## Our Team



**Kristin Taylor** Founder + CEO

Fiverr Collective 2025 | AfroTech Founder Circle 2024 | Black Ambition Prize Winner 2023 | Featured in Forbes | Named top CEOs by PureWow | Former brand builder and operations director for marketing firms serving the St. Regis, Ebay, and SlingTV



**Macie Mincey** Co-Founder + Head of Brand

Powerhouse mom of four, on a mission to make Mom Juice a household name; 8+ yrs consulting businesses at Wells Fargo, successful tech acquisition, invested over \$1M in companies owned by women/POC, 130K+ engaged followers on TikTok/IG



**Rachel Roff** Advisor + Investor

Founder of Urban Skin Rx, Recently acquired by the American Exchange Group, under her leadership reached a \$34 million valuation. Resident Chief of Brand at ThreadBeauty, a prominent makeup brand available at Target.



**Anessa Fike** Chief People Officer

Fractional Chief People Officer | Provides strategic & operational leadership in HR, talent acquisition, & employer branding for 10+ yrs. Working with clients across various industries and sizes; NASA, Uber, NPR.



**Alex Butti** Fractional COO

Launched the first canned wine (Bev) into the market with broad expertise to build, scale, and optimize both internal & external operations to support rapid growth and

national distribution until acquisition to Gallo.

## Wine Culture is Evolving—Mom Juice is Leading the Charge.



Let's start somewhere a little unexpected - 91% of Women Feel Misunderstood by Beverage Brands + Marketers

So we turned to the industry that gets it *beautifully*

## Our Advisors



**Monique Rodriguez**  
Advisor

Founder of Mielle Organics  
*Acquired by Proctor + Gamble*



**Rachel Roff**  
Investor + Advisor

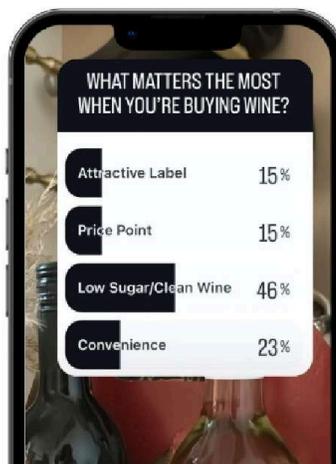
Founder of Urban Skin Rx  
Grew to **\$34M in Revenue**  
before Founder exit

## Targeting the biggest consumer base controlling 85% of overall purchases

Providing millennial women optionality from a brand they can trust  
with our traditional + NA offerings.

The #1 factor is  
low sugar  
and clean wine

which matches how our target  
customer buys everything.





We surveyed our customers on social media on the most important factors in why and how they buy wine.

## **Meet the Founders Behind Mom Juice: Kristin Taylor & Macie Mincey**

The wine industry is overdue for a refresh, and *Mom Juice* is leading the charge. Founded by Kristin Taylor (Founder & CEO) and Macie Mincey (Co-Founder & Head of Brand), *Mom Juice* is more than just a wine brand—it's a movement redefining what it means to sip, socialize, and celebrate.

Kristin Taylor is no stranger to breaking barriers. A **2023 Black Ambition Prize Winner** and a recognized entrepreneur in **AfroTech Founders Circle**, **Fiverr 2025 Collective**, and **Denver Startup Network + Blackstone Colorado 2024 Founder**, Kristin has built **KT Winery**, *Mom Juice's* parent company from the ground up, creating a brand that speaks to the next generation of wine drinkers. Under her leadership, *Mom Juice* has landed in **400+ retailers with 800+ coming throughout 2025** (projections not guaranteed), including Target and Total Wine, and achieved a **4x revenue surge in just one year**.

Macie Mincey, mother of four and one of the creative forces behind *Mom Juice*, knows how to build brands that resonate. A former tech founder with a successful acquisition, she's leveraged her expertise to turn *Mom Juice* into a cultural phenomenon. Macie's storytelling has captivated audiences with a **TikTok following of 100K+** and **25K+ on Instagram**, earning *Mom Juice* a feature on **Good Morning America** and cementing its place as the go-to wine for modern drinkers.



 Say hello to  
**MomJuice®**

We created a wine for women and addressed their concerns.



Low Sugar



< 9 Ingredients



Gluten-Free



Vegetarian

Inspired by the Founder, Kristin's allergies and clean living habits, formulated to be the better-for-you alternative in the wine industry.

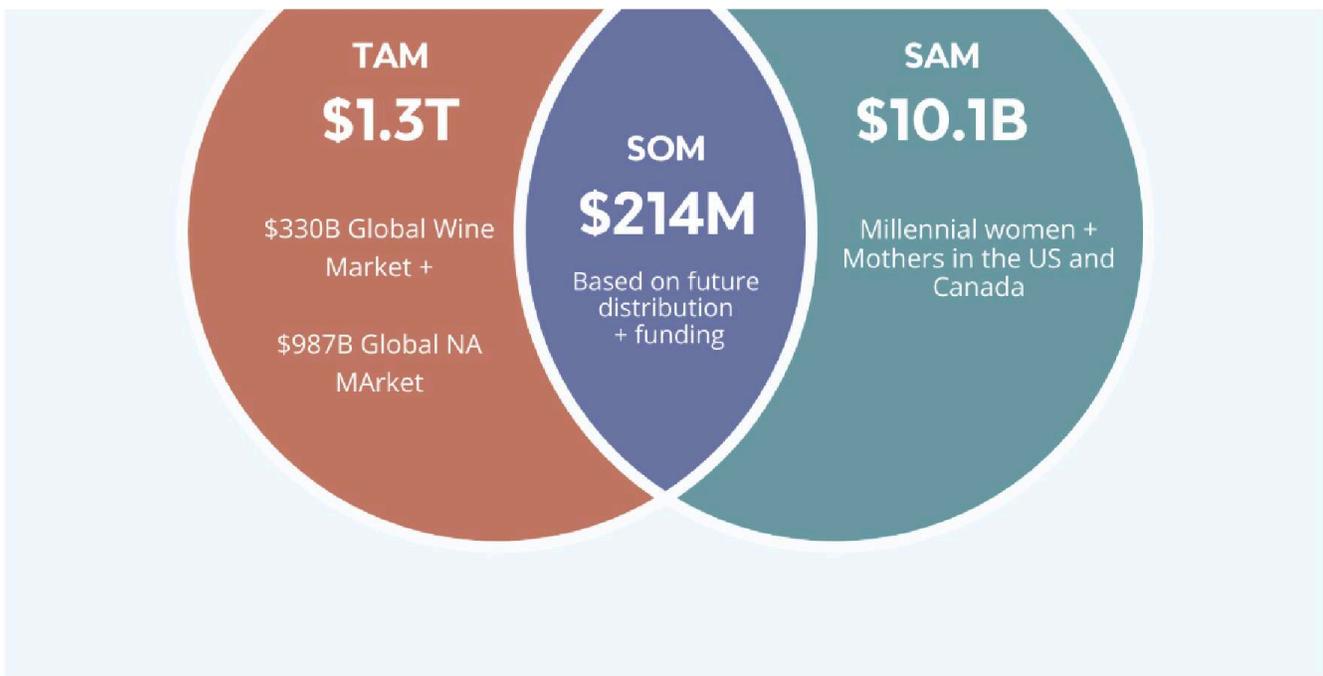
## The Opportunity = Wine, But Better

We deserve better wine.

Wine should be clean, transparent, and made with simple, high-quality ingredients—without the unnecessary additives, excess sugar, and mystery ingredients most brands don't talk about. Today's consumers, especially Millennials and Gen Z, are paying more attention to what's in their glass.

Yet, the wine industry? Still stuck in the past.





For too long, brands have relied on **cheap fillers, artificial additives, and high sugar content to mask low-quality wine.** Meanwhile, 80% of millennials make repeat purchases to support a brand they love, and 83% prefer brands that align with their values. They want fewer ingredients, clear labeling, and transparency from start to finish.

**So we're changing that.**

We're leading the charge in **better-for-you, low-sugar, and clean wines** designed for modern drinkers who care about what's in their glass. Each bottle of Mom Juice is crafted with **fewer than 9 ingredients, no artificial additives, and no unnecessary sugar.**





## **The Future of Wine is Here—And It’s Not *Just Booze***

The alcohol industry is growing by 5.95% year over year, but the real disruptor is non-alcoholic wine. With a projected CAGR of 7.9% to 10.1%, this category is exploding as more consumers embrace moderation, wellness, and alcohol-free alternatives.

That’s why Mom Juice is expanding into non-alcoholic wines, bringing the same clean ingredients, low sugar, and bold flavors to a whole new market. Because whether you’re sipping with alcohol or without, you deserve something that tastes amazing, looks good, and fits your lifestyle—without the junk.





## More Choices, More Juice

We're expanding into non-alcoholic wine, but that doesn't mean we're leaving our original consumers behind. In fact, we're giving them more of what they already love—just with more options to fit every occasion.

Here's the truth: 82% of non-alcoholic wine buyers also purchase traditional wine with alcohol. Consumers aren't choosing one or the other—they're drinking both. Some nights call for a full glass, others call for something just as delicious, but without the alcohol.

That's why we're introducing Mom Juice Non-Alcoholic Wine—the same clean ingredients, low sugar, and bold flavors in a zero-proof

...same cleaning elements, low sugar, and contain less alcohol per...  
 option. Whether you're drinking for the buzz or just for the taste, Mom Juice has you covered.



## HOW WE STACK UP

against our competitors on the shelves



MOM  
JUICE

Avaline  
Celebrity Owned

Spade and Sparrows  
Celebrity Owned

Noughty AF Wines

Allergen Free (Gluten and Veg)	✓	✓	✗	✗
Ingredients listed on the bottle	✓	✗	✗	✓
Low to No Sugar	✓	✓	✓	✗
Made for Moms	✓	✗	✗	✗

## Our Traction

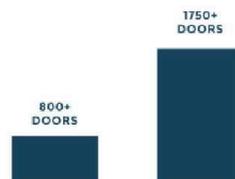
### Explosive Retail Growth

From local shelves to national recognition, Mom Juice is now available in 400+ retail stores including Target, Total Wine, and Safeway. We've leveraged 200% month-over-month growth to achieve 4.5x retail expansion in just 12 months. And we're not stopping there—2025 will see us in 800+ stores nationwide.



# FIVE YEARS

800+ STORES BY 2026





## CURRENT CUSTOMERS

**Total Wine**  
& MORE

American  
Airlines



**SAFEGWAY**



### In-Flight with American Airlines

We're taking wine to new heights—literally! Mom Juice is now served on American Airlines flights, bringing our brand to millions of travelers across the globe.

### Media Buzz & Industry Recognition

We've been featured in Forbes, Black Enterprise, the Today Show, Good Morning America, and more. In 2023, we were honored with the Black Ambition Prize and recognized as part of the AfroTech Founders Circle.

# 2025 Press Hits



**BLACK, ASIAN, AND WOMAN-OWNED WINE BRAND TAKES FLIGHT ON AMERICAN AIRLINES**



**Denver winery lands deal with major airline**

The deal uncorks a new phase of growth for the company.



KT Winery, a Denver-based company, landed a deal that strikes a new phase of growth for the company.



**KT Winery Goes Worldwide with American Airlines Announcement**

Charlotte-born company's Signature Collection to be served on international flights

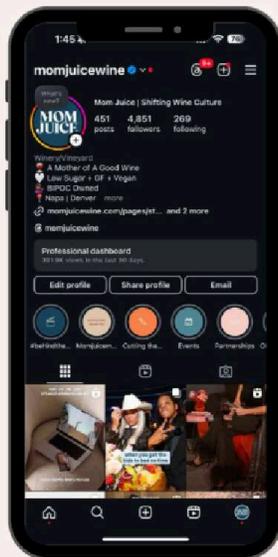
Dezani Lewis · February 5, 2025 · 5 minutes read



## Community Growth That's Unstoppable

With over 2.1M total impressions in 2024 and a 40% email open rate, our community is thriving. We've built an engaged audience of 6,727 social media followers and an email list of 11K loyal fans who can't get enough of our story and our wine.

## Community Growth



2024

Total Impressions

**2.1M**

Daily Social Reach

**7k**

Total Followers

**6,727**

Open Rate

**40%**

Email List

**11K**

Custom Packaging & 2024 Bottlings

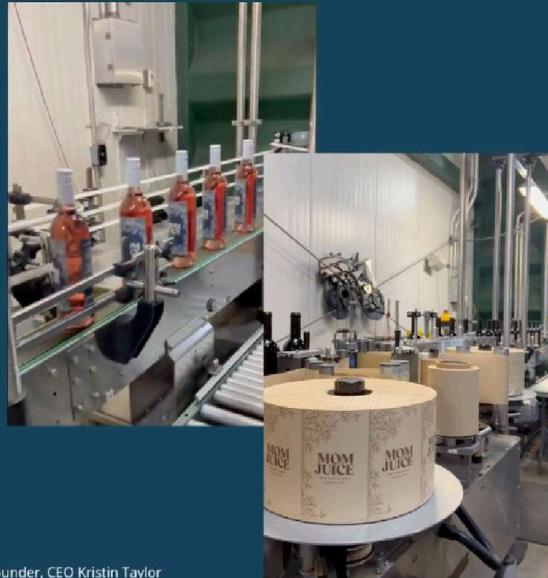
We're elevating our brand with custom packaging and exciting new bottlings, including trials of our non-alcoholic line and the re-bottling of our hero SKU—Rosé. This positions us perfectly to meet the growing demand for transparency, wellness, and inclusivity in wine.

### Custom Packaging & 2024 Bottlings

Talk track: custom boxes, re-bottling rose (hero sku), numerous trials on non-alcoholic (maybe link to IG video of us sampling in KT's apt)



Founder, CEO Kristin Taylor



### IRL Events – Sold

### Out and Scaling Up

By popular demand, we're bringing Mom Juice to life with sold-out events across the country. From our MILF Dinners to Hot Girl Book Clubs, our 2025 event calendar is packed with experiences that connect us directly with our audience while introducing a powerful new revenue stream.

### IRL Events, As Requested

We've gotten countless requests for IRL events. With January & February events SOLD OUT, we're excited to roll out an entire calendar for 2025 and invite this additional revenue stream into our business model moving forward.

A graphic for the 2025 Mom Juice Calendar. It features a dark blue header with '2025 Mom Juice Calendar' in white. Below the header is a horizontal timeline with months and quarters: January (Q1), February (Q1), March (Q1), April (Q2), May (Q2), and June (Q2). A blue 'SOLD OUT' badge with three stars is overlaid on the right side of the graphic. To the right of the badge is a small image of a table set for a dinner event with white linens, gold accents, and wine bottles.



## Press Hits & Industry Validation

Mom Juice continues to dominate headlines, from **Denver Business Journal** to **Black Enterprise**. We've proven that a **Black, Asian, and woman-owned wine brand** can disrupt the industry and soar to new heights—literally and figuratively.

## Why Should You Invest + How Do You Get Your Money Back

Mom Juice isn't just shifting the narrative in the wine industry—we're setting the standard for modern wine culture. With our focus on transparency, wellness, and inclusivity, we're meeting the demands of today's consumers while redefining what it means to enjoy wine.

Your investment will help us:

- **Expand our retail footprint** from 400+ stores to over 800 nationwide.
- **Grow our non-alcoholic product line**, meeting the demand for wellness-focused beverages.
- **Scale our direct-to-consumer channels** with innovative packaging and marketing.
- **Host more IRL events** that foster community and drive brand loyalty.

# Significant Surge in M&A Activity in 2024

FOOD & BEVERAGE SECTOR DOUBLES M&A ACTIVITY FROM 2023 TO 2024

The wine industry is ripe with opportunity, as shown by recent acquisitions:

1. **Butterfly's \$1.95B acquisition of The Duckhorn Portfolio**
2. **Constellation Brands' \$1.2B acquisition of Empathy Wines**
3. **Treasury Wine Estates' \$900M acquisition of Daou Vineyards**

**\$1.95BN**



**Butterfly to Acquire Premier North American Luxury Wine Company The Duckhorn Portfolio in \$1.95 Billion Transaction**

Transaction to Accelerate The Duckhorn Portfolio's Leading Luxury Wine Portfolio and Continue Butterfly's Strategy of Partnering with Leading Food and Beverage Companies

The Duckhorn Portfolio's Stockholders to Receive \$11.10 Per Share in Cash

The Duckhorn Portfolio Announces Fiscal Fourth Quarter and Full Year 2024 Financial Results



**\$1.2BN**



**Constellation Brands Buys Gary Vaynerchuk's Direct-To-Consumer Empathy Wines Brand**

Chris Furnari Former Contributor  
I cover the drinks business.

Jul 1, 2020, 07:30am EDT  
Updated Jul 1, 2020, 10:42am EDT

This article is more than 4 years old.



Gary Vaynerchuk in November 2018. (Photo by Amy ...)

**\$900M**



**Treasury Wine Estates buys Daou Vineyards for US\$900 million**

31 OCTOBER 2023  
By Sarah Neish

Penfolds owner Treasury Wine Estates has agreed to acquire California's Daou Vineyards to "fill a gap" in its luxury offering.



Additionally, the food and beverage sector doubled its M&A activity from 2023 to 2024, reaching a staggering \$149.9 billion in deals.



# \$149.9BN

VALUE OF M&A  
FOOD & BEV DEALS IN 2024

Mom Juice is uniquely positioned to capture this momentum and carve out a lasting legacy in the wine space. By investing today, you're joining a movement that's as profitable as it is impactful.

Cheers to making wine culture better, together!

**What's Next?**

We're just getting started. With an unstoppable brand, a thriving community, and explosive sales, Mom Juice is poised to become the next big name in wine. Cheers to the future!