

**REVOLT**

WINE CO.

**PRESS KIT**



**WHO WE ARE**

# WHO WE ARE

Our mission is to inspire others through the power of wine and music.

We pair Wine + Music + Artists' Stories.



**REVOLT AGAINST TRADITION.**



**REVOLT AGAINST THE NORM.**



**REVOLT AGAINST STEREOTYPES.**



**REVOLT AGAINST PEOPLE WHO SAY YOU CAN'T.**



# WHAT WE DO

**REVOLT**  
WINE CO.



## WHAT WE DO



We purchase fruit from across CA, produce and keg in Napa and operate out of San Diego, CA.

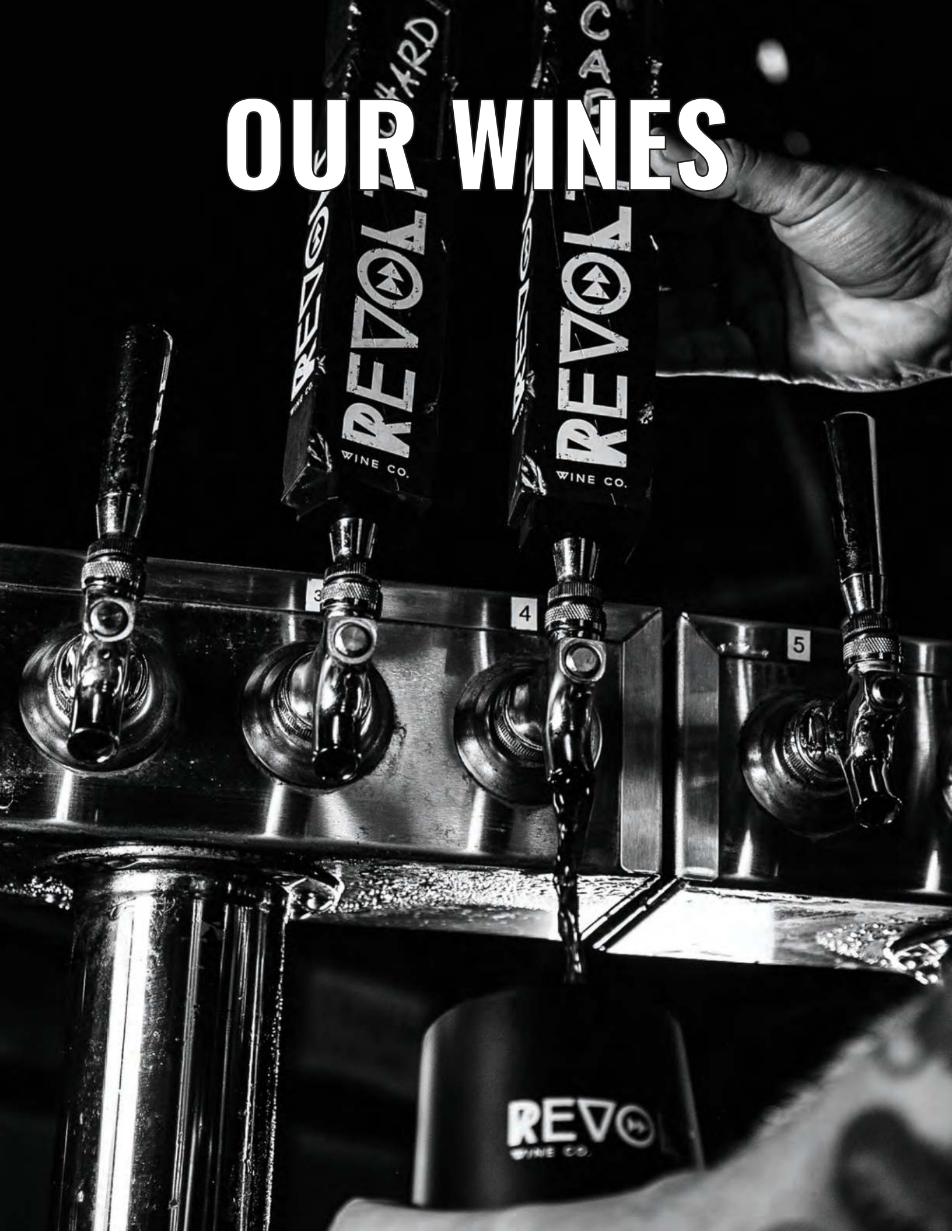
We choose not to have a tasting room and instead partner exclusively with music venues, craft breweries and taprooms to serve our wines, where we'll pop-up and do tasting before shows, meet and greets with bands and raffle off concert tickets.

We pair wine & music by sharing both national and local artists' stories. Some of the musicians we've worked with include; Yellowcard, The Offspring, Warren G, Pepper, Iration, Less Than Jake and The Spill Canvas

It's really powerful to be sipping on great wine and read how your favorite artists got started and keep motivated.



# OUR WINES



# REVOLT

WINE CO.



## 2021 SAUVIGNON BLANC

Crisp and refreshing with hints of grapefruit, lime, white peach, and passionfruit. 12.3% ABV  
5 gal keg | Retail: \$210



## 2021 CHARDONNAY

Light & crisp with flavors of green apple, lemon and pear. Aged in stainless. 13.9% ABV  
5 gal keg | Retail: \$210



## 2021 ROSÉ

Flavors of watermelon & strawberry with the perfect balance of sweetness. 11.8% ABV  
5 gal keg | Retail: \$210



## 2020 CABERNET SAUVIGNON

Bold flavors of cherry, oak & vanilla with a smooth finish. 13.7% ABV  
5 gal keg | Retail: \$225

1 Keg = 5.16g = 26 Bottles = 132 (5 oz) Glasses

REVOLTWINES.com // @REVOLTWINES



# WHY SELL OUR WINES?





# WHY SELL OUR WINES



The wine industry is changing. Until now, the majority of wine has been positioned and marketed to an older generation as an alcoholic beverage for sophisticated consumers in a very traditional way. REVOLT WINE CO. is here to shake things up.

While older consumers leave the market, young people are growing at a stunning rate of 46% in wine consumption and are quickly becoming the core wine-drinking population. This demographic, 81 million strong, are the future of the wine industry and embrace new ways to serve and enjoy their drinks.

California is home to a \$40 billion-dollar wine industry and the leader of the relatively new wine on tap movement; growing from 10,000 kegs shipped in 2011 to over 350,000 in 2019.

Wine on tap is not a fad. It is not a trend. It is part of the broader mandate of sustainability that defines the age in which we live.

REVOLT WINE CO. is the ONLY wine on the market selling 100% on tap to our target market.

## BENEFITS



- \* Wine stays fresh up to 3 months in kegs
- \* Lorem ipsum 2,300 lbs of trash are saved from the landfill over the lifetime of a keg
- \* No more wasting wine. Average waste of 6-15% is reduced to <1%
- \* Easy to pour samples & faster service which increases profitability

# Revolt Wine Co. Makes an Appeal to A New Generation

San Diego-based Revolt Wine Co. packages its product in kegs, and pairs it with music

By [Mariel Concepcion - SDBJ Staff](#)

Published in Sep 23, 2019 at 8:28 AM



Revolt Wine Co.

Revolt Wine Co. is not only packaged in kegs and served on tap, it also connects with music bands to cater to a younger wine-drinking demographic.

Heather Hudson, founder and owner of Revolt Wine Co., is singlehandedly disrupting the San Diego wine industry.

Founded in 2018, Revolt Wine is not only packaged in kegs and served on tap in restaurants and bars around town, it also connects with music bands to create San Diego-based events that cater to a younger wine-drinking demographic.

“We connect to music by either popping up and doing a tasting before a concert or show, or by hosting a meet-and-greet with the band before its performance,” said Hudson, who is originally from Nebraska but has lived in San Diego a handful of years.

Additionally, Hudson said every few weeks Revolt will interview emerging artists, as well as more established performers on a quarterly basis to create content that is then released digitally to Revolt followers.

“When there is so much tradition behind the wine, it is awesome, but it can also close certain people out,” she said, referring to “young people. The whole thing may seem overwhelming and pretentious (to them)...I’m not targeting the traditional wine drinker that wants a stem glass and the traditional wine drinking experience. I’m targeting a younger person, someone that frequents craft breweries or someone at a concert that may want to enjoy some wine.”

## **Wine, Music Untapped**

Before Revolt Wine came to be, Hudson, who discovered her passion for wine while studying in France in 2007, worked at a winery in Napa around 2011. It was there that Hudson got the idea to launch her own wine company, originally funded by family investors and called WTF (Wine That’s Fun).

Last year, wanting to provide more than just a traditional wine drinking experience, Hudson decided to rebrand and launch the company as it is known now. She describes Revolt as an alternative wine brand that partners exclusively with music and craft beer communities to serve wine on tap.

Inspired by her own love affair with music — she is also the executive director of San Diego’s SpringBoard West annual music festival and conference to be held Jan. 9 to 11 — Hudson decided to combine the two. Some of the musical artists Revolt has partnered with include rapper Warren G, pop-punk band Yellowcard, and rock band Pepper.

Another “nontraditional” feature about the Revolt brand is Hudson recommends her clients to purchase stemless, stainless steel Revolt-branded glasses for an alternative way to drink it. She added that Revolt is purposeful in its sustainability approach, as there are no bottles or corks to be discarded and the kegs are sterilized and reused. No bottles mean less storage for the facility, as well, Hudson said.

## **7 Locations, for Now**

To make Revolt wine, Hudson buys fruit from vineyards across the state, sends it to her partners in Napa for blending, production and kegging and then it is transported down to San Diego. A glass of Revolt Wine goes for about \$8, she said, while a keg cost about \$225 and equals 26 bottles of wine.

Revolt Wine is sold in seven food and beverage places around town, including Amplified Aleworks locations in Pacific Beach and East Village; Mother’s Saloon in Ocean Beach; 710 Beach Club in Pacific Beach; Barefoot Bar & Grill at Paradise Point Resort & Spa; Navajo Live in La Mesa; and The Brewers Tap Room in Encinitas.

In the next couple of months, Hudson said she plans to find a distributor in Southern California that can help grow the brand. For now, she said she hopes to continue to create cool wine drinking moments for those that indulge.

“It’s not just about the glass of wine or if the wine tastes good,” she said about Revolt, “it’s about creating an experience and a memory that takes you back” to a place and time.



## RECENT PRESS

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### Revolt Wine Co. targets a different kind of wine drinker



Top of Form

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#### Bottom of Form

#### The keg-only local wine label wants its wine where there's live music

*San Diego Reader: By [Ian Anderson](#), [Sept. 13, 2019](#)*

No adult beverage is more closely tied to a sense of geography than wine. Names of wine growing regions are used as shorthand for quality, attributed to an appellation's terroir. In other words, the flavor imparted by its dirt. It's why the traditional, estate winery business model calls upon wine enthusiasts to visit the location the grapes are grown and fermented, to taste a wine in the place where it purportedly makes the most sense.

So what's to be made of Revolt Wine Co., a new breed of wine label that sources grapes from all over California, makes wine in Napa, and sells wine exclusively in San Diego?

There's actually a roundabout logic to Revolt's unmoored sense of place, and it's a story that includes Nebraska. That's where the Revolt founder Heather Hudson grew up, and experienced her first taste of the wine industry. Her interest subsequently drew her to France, and then the neighboring Northern California wine countries of Napa and Sonoma, where she worked for a small winery and pursued a degree in wine business, all the while plotting her own take on a wine startup after work each night. Seven years ago, that label started out producing 25 cases per year by the name WTF, with no tasting room and bottle-club-only sales to customers in 15 states.

Business grew steadily, but in the intervening years, San Diego's sense of place made a mark on Hudson and her husband. They took a vacation here a few years back and liked it so much they decided to relocate. While she brought northern California vineyard and winemaker connections with her, she saw a different kind of opportunity selling wine somewhere better known for beer. "As I got to thinking about it," Hudson says, "it was the best move for my brand... I could take something I started and bring it somewhere that wasn't oversaturated with wine."

She runs the business out of Pacific Beach, self-distributing Revolt's two annual vintages, a cabernet and stainless-steel fermented chardonnay, producing the equivalent of a thousand cases annually. Ironically, it's a different interpretation of a wine's sense of place that inspired her to rebrand and make what would be considered a controversial move the traditional wine community: to ditch bottles altogether and only sell wine by the keg. The idea is that, where a wine came from may be less important to some wine drinkers than where they are and what they're doing when they drink it.

"In Napa, the focus is what's in the glass," she explains, "I wanted to focus on the experience they shared with the wine." So she's paired her passion for wine with her passion for music, and markets her brand by producing web content with musicians including unsigned regional bands and national headliners such as The Offspring, Iration and, Warren G. Putting the wine in kegs makes it marketable to bars, clubs, and breweries operating live music venues.

In doing so, she's skipping past the swirl, sniff, and sip crowd of wine drinkers. "That's not the kind of person I'm going after," Hudson says. When Revolt's target audience remembers drinking its wines, she figures, "It's not just what's in the glass. It's like, I was really rocking out at this concert!"

It means Revolt is bypassing the usual suspect wine shops and restaurants, instead focusing on places such as [Amplified Ale Works](#) and [710 Beach Club](#) in Pacific Beach, and the [Navajo Live](#) music venue in La Mesa. "I would rather be one of two or three wines served in a place like that," Hudson concludes, "than be one wine out of a hundred on a big restaurant wine list."