



## Mission Statement

Our mission is simple.

We love making fruit wine, sharing amazing memories and soaking in the Florida lifestyle. Our roots run deep in blueberries, integrity, and quality – resulting in amazing sustainable berry wines and delicious fruit wine blends. Join us in our adventure of creating unique-crafted, tropical flair wines from our local Florida farms.

Cheers, enjoy and take the sunshine with you.

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## General knowledge and info on our wines:

Core 6 items:

Kinda Dry Blueberry Wine  
Sorta Sweet Blueberry Wine  
Blueberry Moscato

Sunshine State Berry Sangria  
Sunshine State White Sangria  
Sunshine State Rosé Sangria

The Kinda and Sorta are 100% Blueberry Wine – no grapes. There are over 200 blueberries in these bottles. These two wines are created differently of each other and age in different oak. People sometimes think that we just sweeten the Sorta Sweet more, but there are actually several things that differentiate it from the Kinda Dry in the wine making process. Kinda Dry is also our “Better for you” wine with less than 3 grams of sugar per glass. These two wines are also low in sulfites.

We use the Sorta Sweet to create our Berry Sangria (oranges, lime, lemons, strawberries and blackberries are added). We also use the Sorta Sweet to blend with a moscato to create our Blueberry Moscato and the Rosé Sangria.

Our White Sangria is Peaches, Pineapple and Mango. No grapes.

All of our wines listed here are 11% ABV except these:  
Blueberry Moscato and the Rosé Sangria which are 6.8% ABV.  
In the cans the ABV on the Blueberry Moscato is 6%.  
The Sparkling Moscato Line is 6.8% ABV.

Our other wines that are not Blueberry are:

- Backporch Peach
- Bold Blackberry
- Rustic Raspberry
- Southern Strawberry
- Crisp Green Apple
- Cranberry Harvest

These above are all a blend of grapes and fruits that we created here at the winery. The grape juice is brought in from their origin area and fermented here in Florida.

We do most of our winemaking in stainless steel, right here in Florida.  
Our wines can take from 60 days up to 120 days to produce.

We sell on-line to 40 states, and are selling in several southern states through distribution.

We are farmers first – we grow approximately 400 acres of southern highbush blueberries right here in Florida. Approximately 200 of those acres are certified organic blueberries. We harvest them March- May. We use most of our fruit for fresh production of blueberries. They are packed and sold right into the supermarket. We use less than 10% of our fruit for wine.

Our wines are meant to be consumed within a reasonable timeframe, not to be stored and aged.

Our wines are vegan and gluten free. They are also created from conventional and organic fruit.

If a wine is made with a fruit that we do not grow – we source it as locally or regionally that we can. We grow blueberries, peaches and some citrus right here on our farms.

We have a sister winery in Kissimmee – across from Margaritaville, It is called the Formosa Tasting House. There is also a Tasting House near the winery in Island Grove on Hwy 301.

## **Great Bullet Points when speaking to customers at tastings:**

- **Our signature wines are our 100% Blueberry Wines (Kinda Dry and Sorta Sweet) as we have been blueberry growers over 35 years.**
- **We have great quality fruit wine that is not the common low alcohol, it is 11% ABV on most of the 100% berry wines.**
- **Fan favorites:**
  - **if they like sweet wine – the Blueberry Moscato or the Rosé Sangria, sweet and light at the 6.8% ABV**
  - **if they like dry red wine – the Kinda Dry Blueberry**
  - **if they like red sweet – the Sorta Sweet Blueberry**
- **Created right here in FL – we have farms in Arcadia (outside Sarasota) and also Hawthorne (near Gainesville)**
- **Keep in touch with the brand through FB, IG and Tik Tok**
- **The Blueberry Moscato and the Berry Sangria are offered in cans and kegs. They are the perfect ON-PREM item for customers.**
- **Please note that as of right now – the KeyKegs cannot be sold in FL, as the statute states that the keg must be “reusable” and it is a “recyclable” keg. We are working with the state to define and change that terminology in the statute. Until then though, we will only be selling the kegs outside of Florida.**