

CRUSH IT

WITH



FITVINE

WE CRUSH GRAPES, YOU CRUSH LIFE

FitVine: For The Wine Enthusiast Who Wants to Drink Clean

The Story Behind the Movement

FitVine was born when good friends discovered they could make delicious California wines that fit perfectly into their social, active and healthy lifestyles.

So, they first introduced FitVine to the yoga and crossfit communities, which immediately embraced the “drink clean” movement. Leveraging social media with their very approachable brand, hundreds of thousands are now Crushing it with FitVine online and in more than 3,500 retail locations nationwide.



95
CALORIES
OR LESS*

NO
ADDITIVES

LESS
SUGAR

FEWER
CARBS AND
SULFITES

*Per 5 oz. serving



The FitVine story doesn't include fancy chateaus or barrels hewn from the limbs of majestic oaks. FitVine simply developed great tasting wines with 95 or less calories and 0.2 grams of sugar per 5 oz. glass. FitVine customers are active, adventurous and care about what goes into their bodies.

With that, the FitVine grapes are sourced from the same farms the winery has worked with for generations from Lodi, Sonoma, Napa and the Sierra Foothills. They are carefully managed, grown and vinified to the FitVine “Drink Clean” specifications.

CRUSH IT

WITH



FITVINE

WE CRUSH GRAPES, YOU CRUSH LIFE

Facts

FitVine selects only the highest quality grapes from small farmers who focus on quality, not quantity. All FitVine wines are tested by an industry leading 3rd party lab for both quality and cleanliness, including:

- No traces of pesticides
- No fining agents
- No flavor additives

FitVine wines are triple filtered in a classic, clean, dry fermentation process yielding:

- Less sugar
- Fewer carbs, calories and sulfites
- Vegan and non GMO



The Process

To create clean wines, rich in both flavor and mouthfeel, FitVine Wines go through a malolactic and dry fermentation process. In doing so, FitVine tends to have 1/3 the calories and carbohydrates of typical wines. The remaining sugar is that which is naturally found in the alcohol - less than 1.2g per liter.

The FitVine Founders decided to extend the fermentation process 10-15 days in order to enhance the wine's antioxidants and optimize its pH levels. Then, FitVine filters all of their wines with both diatomaceous earth and micron pads. To this end, FitVine's process brings great tasting wines to customers who care about drinking clean for fitness, health, performance and dietary considerations.

