25 CHAPTER ELEVEN



Hoxie Spritzers are completely delicious and way more chill than Champagne.

## The New York Times

Hoxie's updated version of 'wine cooler' reflects the changing palates of mainstream audiences, who, in the wake of the craft cocktail movement, have started to skew more towards crisp, light flavors rather than the sticky, sugar-coated beverages of yore.

### **PUNCH**

Hoxie has captured what drinkers want today: crisp, light, and just the right amount of artistinal.

#### **FAST @MPANY**

Meet the guy making it okay to drink wine spritzers...lightly carbonated and super crisp, they could be a key addition to your summer lineup.

#### **FOOD&WINE**

All-natural and all-delicious, Hoxie spritzers are the Los Angeles wine scene's new craze, popping up everywhere from Silverlake Wine to the ACE Hotel to my fridge.

#### **MUNCHIES**

The problem with most wine coolers is that they suck...Hoxie fixes that by starting with a nice, dry base wine made from Midwestern grapes and then enhancing.



Started in a garage by an L.A. chef, Hoxie wine spritzers give the classic a new cache.



Hoxie offers further evidence that we can, so to speak, enjoy canned wine thoughtfully.

## The Washington Post

Ranked #1 canned cocktail to try, "It's festive without being boring."

## **REFINERY29**

These Hoxie Spritzers belong in your bag at all times.

# bon appétit