

OVERVIEW

Ohza is a premium Mimosa & Bellini company. Talent Resources Public Relation's team began working with Ohza in its early stages to assist in raising consumer awareness and positioning Ohza as a go-to summer cocktail. From the initial efforts of Ohza's introduction of new flavors and increased awareness, Talent Resources quickly helped Ohza become a year-round favorite.

STRATEGY

Helping to raise awareness about Ohza's d2c and new retail-market expansion was crucial for sustaining d2c growth. The Talent Resources PR team has been able to generate tremendous press through strategic positioning and timing, in business, beverage, and lifestyle outlets. The team has also been able to leverage Ohza's CEO for radio and podcast interviews, utilizing the brand's unique and authentic story, best told by its passionate founder.

Forbes
30 UNDER 30 FOOD & DRINK

FOOD & DRINK
Ryan Ayotte, 26
FOUNDER, OHZA



Ayotte founded Ohza in June 2019 after attempting to mix mimosas on a tippy boat off Cape Cod with some friends. He saw a need for "convenient" cocktails that were less caloric and less sugary than the malt beverages on the market. With no preservatives or artificial flavorings, Ohza makes four flavors of mimosas and bellinis sold directly to consumers in 43 states and in 1,700-plus retailers in the Northeast, including Whole Foods. With less than \$600,000 in funding, Ayotte says Ohza will see revenue well over seven figures this year-30 times more than in 2019.

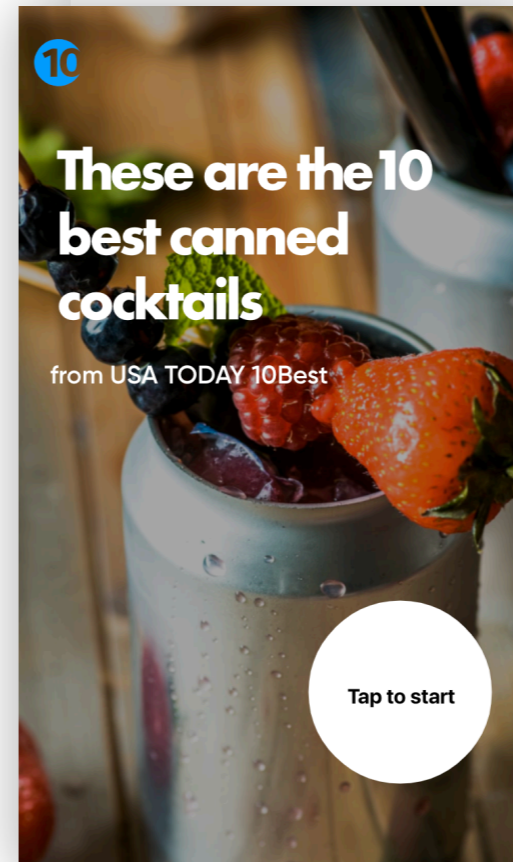
FULL PROFILE

QUICK FACTS

RESIDENCE: Cambridge, Massachusetts
EDUCATION: Northeastern University
APP THEY CAN'T LIVE WITHOUT: Spotify
DREAM MENTOR: Yvon Chouinard

SOCIAL PROFILES

@Ohzamimosas
instagram.com/Ohzamimosas



Tap to start



Photo courtesy of Ohza

RESULTS

Talent Resources has secured **over 450 million impressions** from sites such as Yahoo! News, ABC's BizNinja Radio, Beverage Industry News, US Weekly, Popsugar, and more.

ON AIR

CLICK BELOW TO VIEW FULL SEGMENTS!



POPSUGAR.FOOD

Popsugar | Living | Food Shopping | Shop Ohza's Canned Mimosas With Sparkling Wine

You'll Want to Order These Canned Orange and Mango Mimosas For Your Next Zoom Brunch



If you ask me, brunch is a meal best served with endless rounds of mimosas, but it can be difficult to justify cracking open a whole bottle of Champagne if you don't have a group of friends around to help drink it. As someone who wouldn't mind sipping a fresh mimosa during my weekly Zoom calls with the gang, these Ohza Canned Mimosas have definitely caught my eye. Made with Brut sparkling wine and real fruit juice, each can of the brunch-inspired drink has up to 80-percent less sugar than a homemade mimosa and 140 calories per 12-fluid-ounce can.

The fruity drinks are available in three flavors, including Classic Mimosa, Classic Bellini, and Mango Mimosa. Each can has a 5-percent ABV and one 12-pack holds the equivalent of four bottles of Champagne. Shop the sweet drinks for yourself online ahead, and keep reading to take a closer look at what to expect when you crack open these canned mimosas.

DIGITAL

GOOD HOUSEKEEPING

34 Best Canned Cocktails to Sip All Summer Long

Ready-to-drink wines, margaritas, ciders, and more.



22

Classic Mimosa

OHZA \$10.99

SHOP NOW

You can now sip a mimosa without ever popping a bottle of champagne. Like the classic cocktail, this one from Ohza combines sparkling wine and orange juice, but has less sugar and fewer calories.

Beverage Industry

Ohza Classic Bellini, Mango Mimosa



Ohza 3-pack cocktails

Ohza, the ready-to-drink mimosa company, has launched two new flavors: Classic Bellini and Mango Mimosa, which join its Classic Mimosa offering. All Ohza products have the flavor of an authentic "sparkling wine cocktail" without any added sugar, preservatives or artificial flavors, the company says. Each is 5 percent alcohol by volume and made with premium sparkling wine and real juice, yet features up to 80 percent less sugar and nearly 60 percent less calories than the traditional beverage, it adds. They are available in 12-packs of 12-ounce cans, or in a variety 24-pack for a suggested retail price of \$36 and \$72, respectively.

Simple Skiff Beverages LLC, Cambridge, Mass.
Internet: www.ohzamosas.com
Distribution: Select markets, online

JustLuxe

COMMUNITY/LUXEPIECURE - COMMUNITY

Ohza Mimosas ready for the summer



The premium mimosa company Ohza has redefined what you expect from a cocktail in a can. It all started when a group of friends were drinking mimosas on a boat off Cape Cod. They discussed how there must be an easier way to enjoy fruit flavored bubbly mimosas without all the hassle of bringing cups and flutes, making fresh fruit juice, opening and pouring bottles of Brut. Then there is all the waste of plastic and bottles afterwards.

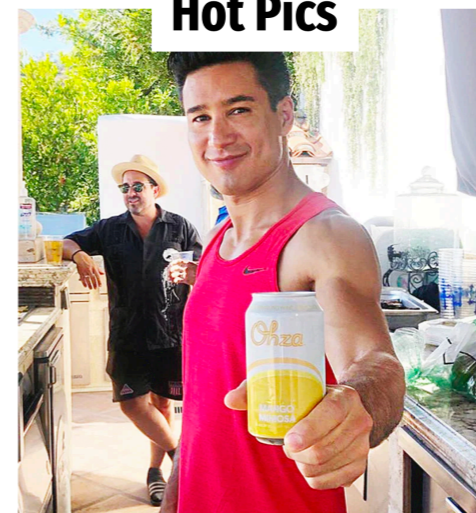
Collectively four friends reinvented the mimosa by creating Ohza Mimosas in a can. They use premium quality Brut Sparkling Wine from the Finger Lakes region of upstate New York. This Brut is made in an area specifically designed to bring out a subtle fruity flavor.

Next they use real fruit juice to fill almost one third of each can. Ohza has the calorie count of a hard seltzer, by not adding sugary fruit extract or flavor additives. Their mimosa in a can is lighter, less sugary and ready-to-drink with nothing artificial and no preservatives.



HOT PICS

Hot Pics



Mario's Mimosa

Mario Lopez enjoyed an intimate barbecue with family at his home in Los Angeles. The actor and entertainment star was relaxed and in good spirits, toasting with a refreshing Ohza Classic Mimosa.

Patch

Seasonal & Holidays

Father's Day Gift Guide

Get Your Dad the Perfect Gift

Ohza Mimosas

Dad's will love Ohza Mimosas offering no fuss ready to drink perfect brunch cocktails in classic, mango and belini flavors, 12 pack for \$36 at <https://www.ohzamosas.com>.

Bloomberg

Ohza Closes Seed Round in Time for National Mimosa Day

Talent Resources Ventures Co-Leads Round with Tinder Founder Justin Mateen and entertainment executive Austin Rosen

Business Wire

CAMBRIDGE, Mass. -- May 15, 2020

Ohza, the ready-to-drink mimosa Company founded by 26-year-old Boston native Ryan Ayotte, celebrates the close of their recent funding round in time for National Mimosa Day on 5/16. Financing was led by Talent Resources Ventures and entrepreneurs Justin Mateen and Austin Rosen.

Talent Resources Ventures is a boutique venture fund that invests in early stage consumer brands including DreamPops, Hu Kitchen and Hemper, while leveraging the services of sister company, Talent Resources, a leading digital marketing agency. Tech entrepreneur Justin Mateen is the founder of Tinder and a prolific early stage investor in companies such as Home Chef, Alto pharmacy, Brex, and Ready Responders. Entertainment executive Austin Rosen is the founder and CEO of Electric Feel Entertainment and is widely known for co-managing global superstar Post Malone's career.