



WINES THAT HIT ALL THE RIGHT NOTES

Curating premium, boutique wine programs for music venues.

JORDAN ZUCKER, FOUNDER



SOMM OF THE SOUNDS. VINE TO VENUE.





MISSION:

A REVOLUTION— BRIDGING WINE AND MUSIC.

Headliner Wines **modernizes beverage programs for music venues** with curated, boutique (low-production) wines that elevate the guest experience and boost revenue – all with zero upfront cost.

We are transforming the concert experience by **filling a missing sales category** and putting quality wine behind the bar. Serving as a broker rather than an in-house salaried position, we offer venues the full benefit of a wine director **risk free** – making the shift into the wine world as approachable as possible. Consider us a floating sommelier for music venues, and a new category within existing regions for distributors looking to expand their reach.

Wine has evolved, it's no longer strictly precious and formal. Our mission is clear: **light, bright, easy-drinking, and affordable. Boutique, not bulk. Inexpensive, not cheap.**

The rules for spirits and beer don't apply to wine. The market is saturated with producers, and the smaller names usually make the stronger product. That dynamic requires **professional curation and tracking** and renders sponsorship opportunities unrealistic. The reward comes through sales volume and an elevated customer experience.

Join us as we set a **new standard for wine in live music** – building unique partnerships, amplifying awareness for boutique producers, and bringing affordable, premium, low-production wines to venues, where they have long been missing.

WINE: THE MISSING ELEMENT – WHY?

Music venues are missing wine completely. They have cheap beer and craft beer, well and top shelf spirits. But no real wine. Nobody is asking for it because they don't know it could be an option. Let's explore why:



01 | WINE IS MISUNDERSTOOD

Venues treat wine as precious and formal. Today's best wines are casual, crowd-pleasing, and need no food pairing or aging.

02 | REQUIRES PROFESSIONAL CURATOR

300,000+ wine producers vs. ~1,000 spirits brands. Wine requires a specialist but venues don't want to hire one. We cover the job as a broker.

03 | YOU CANNOT USE YOUR SPIRITS DISTRIBUTOR

Most big liquor distributors which venues use only carry bulk industrial wines or familiar wines. There are no boutique options on their standard lists.

04 | PRICE ≠ QUALITY

Big name expensive wines are famous because of the producer's size, not because they're the best. They're not suited for venue pricing.

05 | SHORT-TERM THINKING

Venues skip wine programs chasing sponsorships - missing that great wine drives more orders, higher spend, and ticket sales.

BEHOLD: THE CONCERT WINE!

Don't let your wine concept be stale and outdated. The old rules no longer apply. Today's updated wine selection can be:

WINE HAS CHANGED



CASUAL & APPROACHABLE

No formal occasion required. These wines are unpretentious and belong at a show.



FOOD-INDEPENDENT

No pairing needed - built to drink on their own.



NO AGING REQUIRED

Ready to pour the day they arrive. Perfect for venue service.



AFFORDABLE \neq CHEAP

Small-production wines can be exquisite at accessible price points.



EXPENSIVE \neq BEST

Once you've heard of a wine producer, they're probably too big. Let the professionals curate for you.



WINE EVOLUTION

Wine is no longer the antiquated concept of formal, stuffy, and precious. Winemakers are creating high quality, approachable wines. Casual does not mean cheap.



WHERE THE **PROFIT** LIES:

REVENUE UPLIFT

Volume wins. 100 glasses at a \$10 markup (\$1K) beats 20 glasses at \$20 (\$400). Guests spend more when they have better choices. Per-guest revenue will climb with wine options. For many guests, it's the difference between having a few glasses or not drinking at all.

GUEST EXPERIENCE

Guests deserve a beverage program that matches an experience as enticing as the music they're leaving the house for. Wine no longer has to be an afterthought — it's an opportunity to **elevate every aspect** of your venue.

REPUTATION & PRESTIGE

Venues that care about every pour stand out. Word travels. **Enhanced reputation drives ticket sales.** Be boutique focused — never mass-market brands, this isn't a grocery store.

FIRST-MOVER ADVANTAGE

This concept is just rolling out at independent venues across the country. You can make moves now and be ahead of the curve.

ZERO UPFRONT COST

No salary. No professional fees. No minimums. We act as broker — you order directly through your local boutique distributors.

BTG (BY THE GLASS) MATH

We recommend selling a glass for \$2 more than the wholesale bottle price. Each bottle holds about 5 pours. e.g. You paid \$10 for the bottle. You earn \$60 (\$12x5) and net \$50 on that bottle. **500% profit.**

WHY BOUTIQUE

UNDERSTANDING REAL WINE:

SUSTAINABLE WINEMAKING:
NOT ALL WINE IS MADE THE SAME.



MOST "BULK" WINE
COMES FROM
INDUSTRIAL VINEYARDS
THAT PRIORITIZE
YIELD OVER QUALITY.

AT HEADLINER WINES, WE PARTNER WITH BOUTIQUE, SUSTAINABILITY-DRIVEN PRODUCERS — SO EVERY GLASS NOT ONLY TASTES BETTER, BUT SUPPORTS PRACTICES THAT PROTECT THE ENVIRONMENT BY CONSERVING WATER, LOWERING CARBON FOOTPRINTS, AND PROMOTING BIODIVERSITY.

BULK / INDUSTRIAL



Heavy Synthetic pesticides
& fertilizers



Water-wasting irrigation



Mechanized harvesting
sacrifices quality



Designed for scale, not taste.
Same label, every vintage -
by design.



So many additives, it's barely
wine by the end.

BOUTIQUE/SUSTAINABLE



Organic & biodynamic farming



Dry farming-minimal water use,
energy efficiency



Hand harvesting,
small-lot fermentation



Family-owned,
generational commitment



Transparency, terroir (soil),
and craft

WHY HEADLINER WINES

IT'S TIME FOR CHANGE.



PIONEER CONCEPT

Nobody else is doing this. Headliner is the first curation company exclusively for music venues. By careful research and industry study on both the music and wine sides, Headliner is paving the way for a new path to quality small-production sustainable wine access.



BOUTIQUE-DISTRIBUTORS ONLY

Stand out by offering wines trusted because they're curated by Headliner Wines — not mass-market labels. Shift the focus from the producer reputation (like beer and spirits) to curator reputation (like your favorite local wine shop or wine club)



EXPERT CURATION

WSET Level 3 certified With 300,000+ wine producers globally, you need a professional. We do the work so your beverage team doesn't have to.



CONCERT-SPECIFIC PICKS

Every wine is chosen for approachability and concert settings — not for restaurant pairing or cellar aging. Light but complex wines.



STAFF MADE SIMPLE

No sommelier training required. We give bartenders easy talking points and serving tips ready for day one.



ALIGNED INCENTIVES

We succeed when you succeed. No salary, no fees. We're invested in your program performing.

WHAT WE OFFER: A COMPLETE PROGRAM. ZERO LIFT ON YOUR END.

PREMIUM WINES THAT FEEL SPECIAL BUT ARE EFFORTLESS TO POUR.



VENUE ASSESSMENT

We learn your space, audience, vibe, storage, barware, and price points before selecting a single bottle. Every program is bespoke.



CUSTOM WINE SELECTION

All low-production, sustainable wines — hand-chosen for crowd appeal. Different wines in each venue. All local wines are an option in certain states.



STAFF TRAINING

Simple talking points and serving tips to improve customer interaction. No sommelier required. Your team will be confident from the first pour.



MARKETING LAUNCH

Social posts, menu design, bartender scripts, and venue signage — guests won't know to order wine if they don't know you have it.



SAMPLE CURATIONS

Every package is expertly curated.
Every bottle is boutique.

01

HOUSE LIGHTS



ONE RED • ONE WHITE • ONE ROSÉ



ALL ACCESS TO GREAT WINE

02

FULL HOUSE




3 RED • 3 WHITE • 2 ROSÉ
2 BUBBLY • 1 ORANGE



BUILT FOR BIG NIGHTS

03

ALL ACCESS




DEEP LIST —
BY THE GLASS
TO PREMIUM BOTTLES




UNRESTRICTED SELECTIONS.

04

ACOUSTIC SET



ALL NATURAL /
LOW-INTERVENTION
SELECTIONS



PURE. EXPRESSIVE.
UNFILTERED.

05

I LIKE IT JAMMY




RED-DOMINANT LIST




BOLD. LUSH.
UNAPOLOGETIC.

06

VARIETY ACT



ALL LESSER-KNOWN
GRAPE VARIETIES



DISCOVER. EXPLORE.
BEYOND THE MAINSTAGE.

07

WHITE PARTY




SIX WHITES — CLEAN,
CRISP, CROWD-PLEASING




EASY TO DRINK.
HARD NOT TO LOVE.

08

RIDE OR DIE



BACKSTAGE BOTTLES
FOR ARTIST RIDERS



THE ONES THEY
ASK FOR BY NAME.



HEADLINER WINES

SOUND OF THE SOUNDS. WINE TO VENUE.

THE FOUNDER

JORDAN ZUCKER



THE GAP

Jordan Zucker is the founder of Headliner Wines, the first wine curation company built exclusively for music venues. A lifelong music fan and hospitality enthusiast, Jordan spotted a gap in the live experience: while venues poured world-class sound, talent, and booze, their wine programs were always bulk and bland – failing to satisfy the refined palates of today.



WINE + MUSIC

Jordan started drinking wine at a very young age. Her cookbook, *One Dish - Four Seasons*, pairs each seasonal recipe not only with wine, but with a music album – because wine and music together make everything better.



FRANCE + WSET

After drumming up the idea and name for Headliner Wines, she flew to France to further her studies, and emerged with some new French lovers (of wine) and a WSET Level 3 certification.



THE MISSION

She built Headliner Wines to expand the access of premium wines, currently limited to restaurants and wine bars. Jordan consulted with industry veterans and experienced colleagues to bring this vision to life.



FUNK THE RONA

When the pandemic shut down venues, Jordan filled the void by producing her own socially distanced and rapid-tested Funk the Rona concerts. That experience turned her that into a de facto venue runner and gave her a front row seat to hospitality life.



WSET LEVEL 3 CERTIFIED



COOKBOOK AUTHOR ONE DISH - FOUR SEASONS



FUNK THE RONA MINI CONCERT SERIES PRODUCER



BOUTIQUE CONCERT WINE CURATOR




READY TO POP OPEN YOUR WINE PROGRAM?

LET'S CREATE A BOUTIQUE WINE EXPERIENCE THAT HITS ALL THE RIGHT NOTES FOR YOUR VENUE. SCHEDULE A CONSULTATION AND DISCOVER HOW EASY IT IS TO ELEVATE YOUR BAR PROGRAM WITH ZERO PROFESSIONAL FEES.

HEADLINER WINES

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CURATING PREMIUM, BOUTIQUE WINE PROGRAMS FOR MUSIC VENUES.
SOMM OF THE SOUNDS

 headlinerwines.com

 (323) 848 - 8842

 @headlinerwines



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