




# SÈCHEY

Only at 

/seh-shay | tar-jay/

## NA STATEMENT | HOLIDAY 2023

### NON-ALCOHOLIC & FUNCTIONAL ASSORTMENT

# EXCLUSIVE NON-ALC HOLIDAY ASSORTMENT



DECEMBER '23

SIDE CAP: 450 DOORS  
Grocery

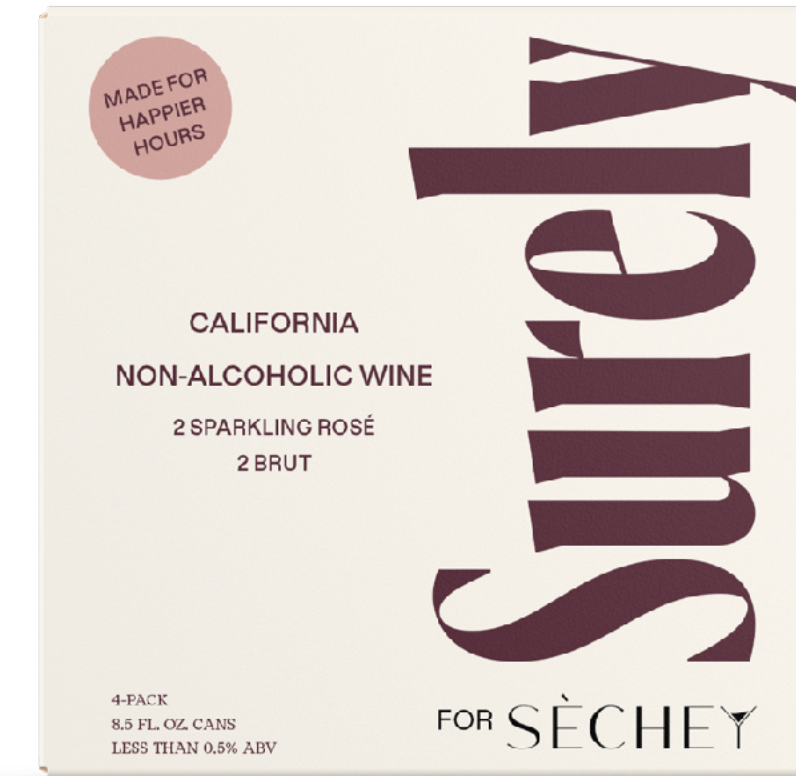


JANUARY '24

END CAP - 1300 DOORS  
Adult Bev



# EXCLUSIVE NON-ALC HOLIDAY ASSORTMENT



AFFORDABLE JOY PRICE: \$20.00





## Target is taking booze-less spirits mainstream

By  Jordan Valinsky, CNN  
3 minute read · Updated 10:37 AM EST, Fri December 1, 2023



De Soi and other non-alcoholic drinks are coming to Target. De Soi

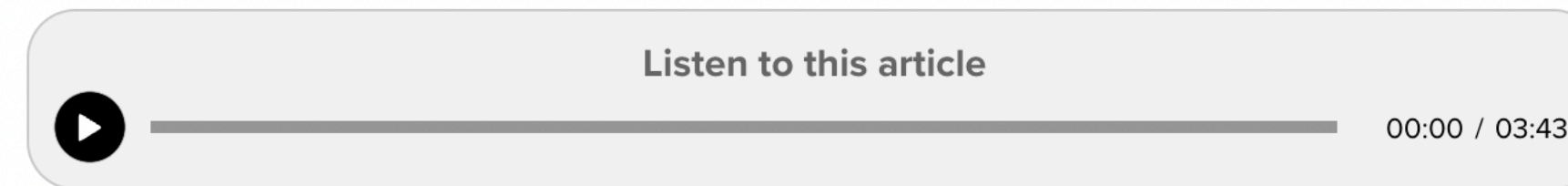
**New York (CNN)** — With sales of non-alcoholic beverages recently becoming a nearly half-billion dollar industry, even Target is becoming sober curious.

The chain is partnering with Sèchey, an online retailer that sells alcohol-free spirits and wines, to add a selection of popular brands rolling out to 450 Target stores across the US ahead of the typically booze-filled holiday party season.



## Target to Expand Sèchey-Curated NA Cocktail Set for Dry January

Brad Avery | Jan. 2, 2024 at 2:12 pm



Just in time for Dry January, boutique non-alcoholic beverage retailer Sèchey and Target are expanding their partnership to curate an NA cocktail and wine set in stores this month, after a pilot run that began in December.

# TARGET HQ TASTING - NOV 8TH

# SÈCHEY

Only at 

Join Sèchey for a founder-led tasting of our curated non-alcoholic and functional beverage assortment.

De Soi

NOPE

Surely

**Kin**  
EUPHORICS™

*Ghia*

@Sechey #DrinkLessLiveMore



WEDNESDAY  
NOVEMBER 8TH  
11:30AM - 1:30PM  
THE GREAT HALL



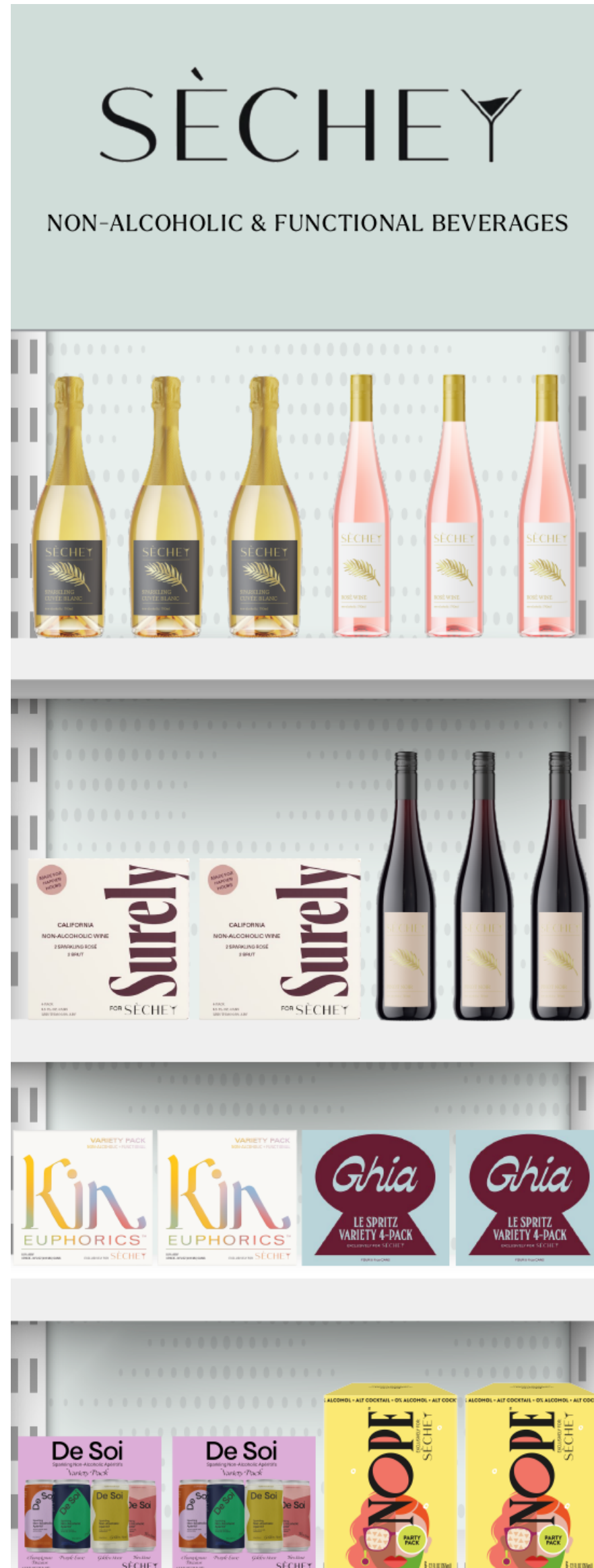
Drink Less. Live More. Together More. Shine More. Celebrate More.

# SÈCHEY



Kin Euphorics • Surely • Nope • De Soi • Ghia

# NA HOLIDAY PROGRAM



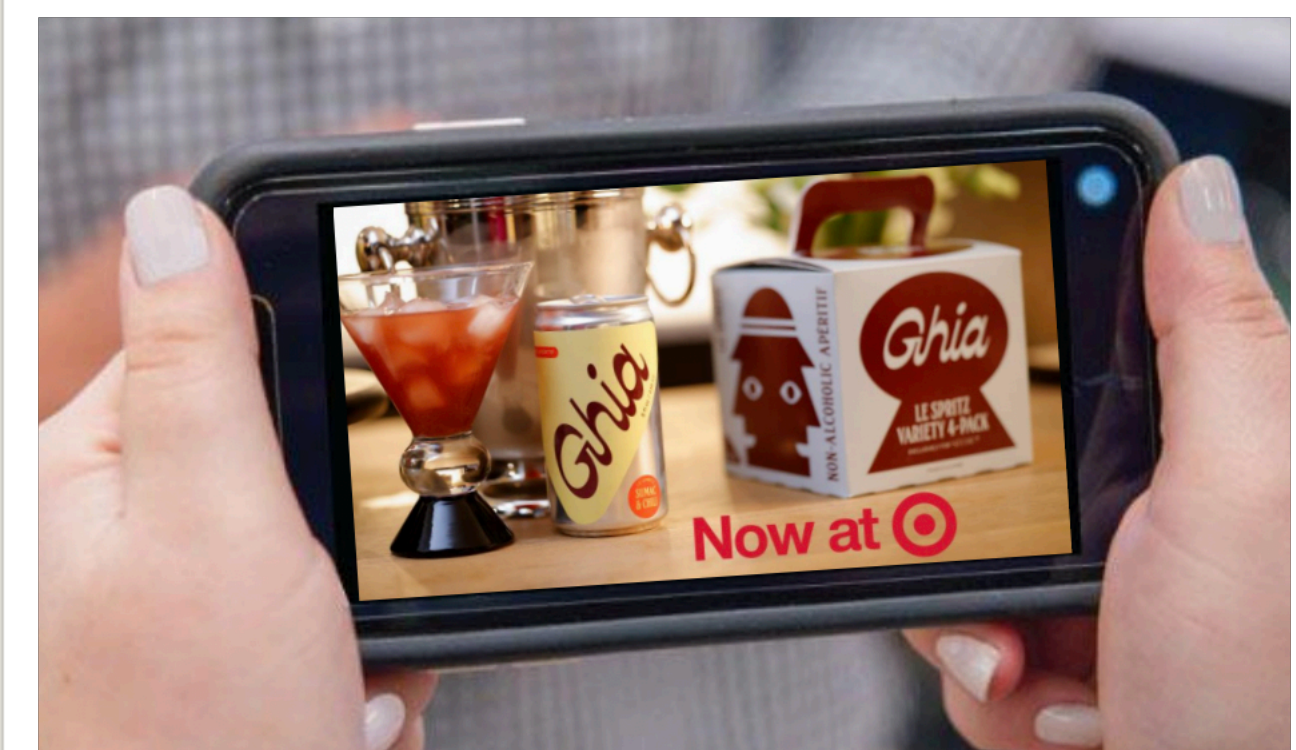
	DEC '23		JAN '24
Doors	450	Doors	1,300
Units	39,780	Units	88,400

## Dec Sidecap

	ITEM 1	ITEM 2
TOP	213-00-9900 Sechey Cuvee Blanc	213-00-9901 Sechey Still Rose
2nd	213-00-9903 Surely 4pk	213-00-9899 Sechey Pinot Noir
3rd	213-02-0100 Kin 4pk	213-02-0101 Ghia 4pk
Bottom	213-02-0102 DeSoi 4pk	213-02-0103 Nope 6pk

## Jan Endcap

	ITEM 1	ITEM 2	ITEM 3	ITEM 4
TOP	213-00-9900 Sechey Cuvee Blanc	213-00-9901 Sechey Still Rose	213-00-9899 Sechey Pinot Noir	213-00-9903 Surely 4pk
2nd	213-02-0100 Kin 4pk	213-02-0101 Ghia 4pk	213-02-0102 DeSoi 4pk	213-02-0103 Nope 6pk



PRODUCT CONNECTIONS

# IN-STORE SAMPLING EVENT

January 5-7, 2024



SÈCHEY

EXCLUSIVE HOLIDAY CAMPAIGN

SÈCHEY  
Only at 



DRINK LESS,  
LIVE MORE.  
TOGETHER MORE.  
SHINE MORE.  
**CELEBRATE** MORE.

*xo, Sèchey for Target  
#drinklesslivemore*

# Kin

EUPHORICS™



FUNCTIONAL  
BEVERAGES  
INFUSED  
WITH ADAPTOGENS &  
NOOTROPICS



A SPIRITS-FREE  
APÉRITIF ADAPTED  
FOR MODERN TIMES

*Ghia*



# Surely

NON ALCOHOLIC WINE  
FOR WINE LOVERS



# NOPE™


ALT COCKTAIL CRAFTED WITH  
COMPLEX FRUIT & HERBAL  
FLAVORS



# NON-ALCOHOLIC APÉRITIFS MADE WITH NATURAL ADAPTOGENS

# De Soi

SÈCHEY

Only at 



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Founder &  
CEO

emily@sechey.com  
917.231.5209



SÈCHEY



Pronounced “seh-shay”, this top destination for the best alcohol-free beverage brands was founded by **Emily Heintz**. Leading the no- and low-movement together, Sèchey and Target curated a selection of non-alcoholic beer, wine and canned cocktails.

WOMEN  
OWNED