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Barefoot Wine Attracts 3.7 Million New Drinkers With NFL Tie-In and First Redesign in 30 Years

Modernized branding and sports partnerships drive record growth as Barefoot adapts to shifting American drinking habits and casual occasions

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Barefoot Wine, a brand under the E. & J. Gallo Winery portfolio, is undergoing a significant transformation aimed at attracting new consumers and adapting to changing drinking habits in the United States. Stephanie Gallo, chief marketing officer of E. & J. Gallo Winery, recently discussed these changes in an interview with Marketing Dive, highlighting the company's efforts to modernize Barefoot's image and expand its reach through strategic partnerships.

E. & J. Gallo Winery, founded 92 years ago and now the world's largest wine producer by volume, acquired Barefoot Wines in 2005. Since then, Barefoot has grown from selling 600,000 cases annually to more than 14 million, making it the top wine brand in

the U.S. by dollar sales, according to Circana data provided by the company. The brand's recent initiatives include its first major redesign in over three decades and a broader partnership with the National Football League (NFL).

The redesign focuses on making Barefoot more visible and accessible to consumers. The updated label features a larger logo and clearer tasting notes on the front, aiming to simplify the wine selection process for shoppers. The back label now includes easy food pairing suggestions, further demystifying wine for those new to the category. The company also unified the design across all Barefoot sub-lines, including Fruitscato, box wine, single-serve formats, and sparkling wines.

Barefoot's marketing strategy is evolving to meet consumers where they are, especially as traditional wine consumption during meals becomes less dominant. The brand has introduced 200-milliliter Tetra Pak single-serve packages designed for casual occasions and on-the-go consumption. This move is part of a broader effort to adapt wine to new drinking occasions beyond the dinner table.

A key element of Barefoot's outreach is its expanded partnership with the NFL. Now in its fourth year, the collaboration includes local sponsorships with 12 NFL teams and activations at games, such as tailgate events with media company Betches and Monday Night Football gatherings with VinePair. The company is also testing new brand integrations, including making André the official sparkling wine of the NFL and introducing Alamos, an Argentinian wine, to Hispanic grocery chains in Southern California.

Stephanie Gallo emphasized that these partnerships are designed to embed Barefoot into popular culture and make wine relevant for a wider range of social occasions. She noted that Barefoot brought 3.7 million new consumers into the wine category over the past year, a sign that the brand's approach is resonating with a broader audience.

Gallo also addressed the challenges posed by economic uncertainty and tariffs. While some brands in the portfolio have been affected by tariffs, she said that E. & J. Gallo Winery's vertical integration has helped it remain resilient. The company continues to focus on data-driven marketing strategies, combining market research with direct consumer engagement at events and points of sale.

The ongoing refresh of Barefoot’s identity and its expanded presence in sports marketing reflect a broader trend in the beverage industry: brands are seeking new ways to connect with consumers whose preferences and lifestyles are rapidly evolving. For E. & J. Gallo Winery, the goal remains clear—to make wine approachable, affordable, and enjoyable for everyone, while continuing to grow its base of loyal customers.