Jayla Siciliano is the founder of Bon Affair wine spritzers. She credits her friends at Diesel and Burton for inspiring Bon Affair. As a product specialist for those global brands, happy hour was an essential job skill. Jayla needed a healthier, lighter wine option that fit her professional, active lifestyle. So Jayla made it her mission. She quit her job to create a better, modern wine spritzer worthy of America's awesome wine culture. Between MBA classes, she consulted beverage experts. The spritzers had to share her values—real wine, all-natural, zero added sugar. She added electrolytes (why not?). Most recently Jayla was seen on ABC's prime time show Shark Tank making a deal with Mark Cuban. Today Jayla has raised over $1M in funding and Bon Affair is sold online across the country and at retail in five states in stores such as Whole Foods Market and Total Wine.