

FAMILY OWNED SINCE 1927

PEDRONCELLI

TRADE BONDED WINERY 113 MARK



THE PEDRONCELLI HOUSE IS FOUNDED ON ZINFANDEL.

It was the first grape planted in the early 1900s, it was the first wine Giovanni made after Prohibition ended and it was also the first varietal we labeled under our name in 1947. Using the budwood from the mother vineyard to clone a second generation carries our vineyard story forward echoing our own family generations. Always a leader in this category, our Mother Clone Zinfandel is made in a bold style of berry and spice. Bold enough for BBQ.

Fresh new whimsical approach appeals to younger consumers

Colors and graphics increase shelf presence and trial

Engaging visual story will create fans and repeat purchases

Beautifully leverages historic label elements to maintain an unbreakable link to the past

🌿 LIQUID LEGENDS 🌿

PEDRONCELLI WINERY

707-857-3531 | 1220 CANYON ROAD, GEYSERVILLE, CA 95441 | WWW.PEDRONCELLI.COM



PEDRONCELLI MOTHER CLONE ZINFANDEL, DRY CREEK VALLEY

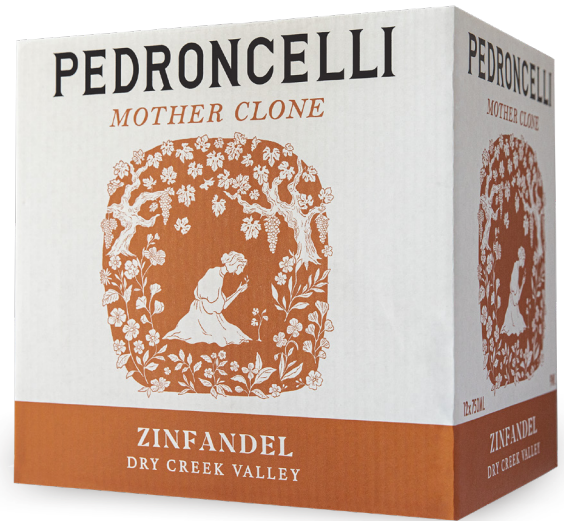
2021 Vintage Release September 2023

KEY SELLING POINTS

True Old Vine: eight to 110 years old;
most is 40+

The Mother Clone: Cloned from the
~110-year-old Mother Vineyard

House style: Berry Pepper and Spice Combo
white pepper and baking spice accent



Dry Creek Valley's grape, it found its place on our hillsides and reflects the taste of place with berry and spice.

COMPOSITION

90% Zinfandel,
10% Petite Sirah

APPELLATION

Dry Creek Valley,
Sonoma County

ESTATE VINEYARD

Home Ranch Vineyard

WINEMAKING DETAILS

10 months in American
oak, 30% new.

ALC BY VOLUME

15.4%

KEY FLAVOR DESCRIPTORS

Ripe berry and cherry,
cinnamon notes and
peppery spice

ACCOLADES

(Previous Vintage)

90 Points, Wine Spectator

90 Points, Wine Enthusiast

90 Points, Wine & Spirits
Magazine

SUGGESTED PRICE STANDARDS

SRP	EVERYDAY	PROMOTED	BTG	COMP—SHELF ADJACENCIES
\$24	\$21.99	\$19.99	\$14	Dry Creek Vineyard, Quivira, Seghesio

UPC*	SCC*
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BOTTLE SHAPE	BOTTLE SIZE (ml)	CASE SIZE (btl/s)	CLOSURE	PALLET (cs)	CASE WEIGHT (lbs)	CASE DIMENSIONS
Bordeaux	750	12	Cork	56	40	10" X 13" X 12½" (WLH)

*no change to UPC/SCC codes



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