BROTHER'S MARK.

John and Jim Pedroncelli first planted Cabernet Sauvignon in 1965 making their mark in Dry Creek Valley. This was at the beginning of their six decade business partnership which included many other milestones along the way. This wine is a blend of brethren Bordeaux varieties and builds layers of striking flavors and character. The brothers have left an indelible mark on our family, our valley and the wine community.

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

CERTIFIED CALIFORNIA SUSTAINABLE VINEYARD & WINERY

KEY SELLING POINTS

Balance, structure, complexity

Food friendly – Built for Beef!

First winery to plant Cabernet in the Dry Creek Valley

This Bordeaux blend grown along the Dry Creek bench in rocky soil brings together deep fruit flavors and complex and striking structure.

COMPOSITION
Bordeaux blend of 79% Cabernet Sauvignon, 9% Merlot, 8% Cabernet Franc, 4%Petit Verdot

APPELLATION
Dry Creek Valley, Sonoma County

ESTATE VINEYARD
East Side Vineyard

WINEMAKING DETAILS
10 months in French oak, 30% new.

ALC BY VOLUME
14.4%

KEY FLAVOR DESCRIPTORS
Cassis, dark berries, mocha, a touch herbaceous

ACCOLADES
(Previous Vintage)

90 Points, James Suckling

93 Points, Beverage Testing Institute

SUGGESTED PRICE STANDARDS

SRP	EVERYDAY	PROMOTED	BTG	COMP—SHELF ADJACENCIES
$24	$21.99	$19.99	$14	Alexander Valley Vineyards, Simi, St. Francis

UPC*	SCC*
0 86942 14202 2	1 00 86942 14202 9

BOTTLE SHAPE	BOTTLE SIZE (ml)	CASE SIZE (btls)	CLOSURE	PALLET (cs)
Bordeaux	750	12	Cork	56

CASE WEIGHT (lbs)	CASE DIMENSIONS
40	10" X 13" X 12½" (WLH)

*no change to UPC/SCC codes

CERTIFIED CALIFORNIA SUSTAINABLE VINEYARD & WINERY