

THE REDTREE DRINKER

Genial and free spirited, the Redtree drinker values vibrant, food friendly wines that combine time honored California winemaking tradition with an authentic sense of place. A lover of the great outdoors, he/she enjoys being transported to the vineyard with every sip.

Keeps Things Fresh: Favors fresh, fruit-forward wine

Eco-conscious: Celebrates and elevates the importance of Mother Nature

An Inclusive Connector: A social butterfly who aims to bring together all tastes

DEMOGRAPHICS

- 21-49 years old
- Values multiple varietal offerings
- 70% female, 30% male

REDTREE BRAND STORY

Fresh and vibrant, Redtree delivers a bright, truly California wine experience for less. Like the Red Oak tree that has stood sentry over our family home for generations, Redtree's varietals offer a splash of Golden State sunshine at any time of day. Sip and be transported to lush rolling vineyards. You'll find our roots run California deep.

IS / IS NOT

Redtree Is: Laid-Back, Casual, Fruit-Forward, Food Friendly

Redtree Is Not: Pretentious, Flashy, Gourmet, Folksy

WORDS WE LIVE BY

A Golden State of Mind

WINEMAKING APPROACH

Redtree wines are rooted in California's rich agricultural history and celebrate the natural beauty of the Golden State. Our winemakers combine state-of-the-art technology with Old World artisan winemaking techniques to craft premium wines that consistently over-deliver on quality. Boldly flavored, smoothly textured, and unusually complex, Redtree wines are purposely styled to delight consumers seeking distinctive varietal character, structure and balance. They're rich, but refined; fruit-forward, but complex; authentic, but progressive.

KEY SELLING POINTS

- Fresh, fruit-forward, distinctive varietals of consistent quality and exceptional value
- Ideal as an aperitif, a complement to everyday meals or special occasions
- Received Beverage Dynamics' Growth Brand Award 4 years in a row

AWARDS & ACCOLADES

PINOT GRIGIO

Silver, SF International Wine Competition

CABERNET SAUVIGNON

Gold, SF Chronicle Wine Competition

Silver, LA International Wine Competition

PINOT NOIR

Silver, SF Chronicle Wine Competition

CHARDONNAY

Double Gold, Best of Class, CA State Fair Wine Comp

Silver, 88 Pts, Critics Challenge

MOSCATO

Gold, 92 Pts, San Diego International Wine Comp



REDTREE BRAND PORTFOLIO

BENCHMARK SET

REDTREE ITEM	PRIMARY	SECONDARY	TERTIARY
Chardonnay	Darkhorse Chardonnay	Cupcake Chardonnay	RMPS Chardonnay
Cabernet Sauvignon	Darkhorse Cabernet Sauvignon	Cupcake Cabernet Sauvignon	RMPS Cabernet Sauvignon
Pinot Noir	Darkhorse Pinot Noir	Cupcake Pinot Noir	RMPS Pinot Noir
Pinot Grigio	Cupcake Pinot Grigio	RMPS Pinot Grigio	Clos du Bois Pinot Grigio

SUGGESTED PRICING GUIDELINES

WHITE TAG	EVERYDAY	TPR	AD/PLANNER/DEEP	AVG BTG
\$12.99	\$8.99	\$7.99	\$6.99	\$5.25

DISPLAY STANDARDS

PRIORITY	DISPLAY	VARIETAL
1	35%	Chardonnay
2	25%	Cabernet Sauvignon
3	20%	Pinot Noir
4	10%	Pinot Grigio
5	5%	Zinfandel
6	5%	Moscato



PRODUCT SPECS

Product	Size	Case Pk	ABV%	UPC Code	Case Dimensions	Case Wt.	SCC Code	Pallet	Quantity
Chardonnay	750 mL	12	13.0%	8-98756-00102-6	12 x 10 x 13.25	36 lbs	1 08 98756 00102 3	14 x 4	56
Cabernet Sauvignon	750 mL	12	13.5%	8-98756-00100-2	12 x 9.25 x 12	36 lbs	1 08 98756 00100 9	14 x 4	56
Pinot Noir	750 mL	12	13.0%	8-98756-00111-8	12 x 10 x 13.25	36 lbs	1 08 98756 00111 5	14 x 4	56
Pinot Grigio	750 mL	12	12.5%	8-98756-00101-9	12 x 9.25 x 12	36 lbs	1 08 98756 00101 6	14 x 4	56
Zinfandel	750 mL	12	14.5%	8-98756-00109-5	12 x 9.25 x 12	36 lbs	1 08 98756 00109 2	14 x 4	56
Moscato	750 mL	12	10.0%	8-98756-00116-3	12 x 9.25 x 12	36 lbs	1 08 98756 00116 0	14 x 4	56

Varietal	CHARDONNAY	CABERNET SAUVIGNON	PINOT NOIR	PINOT GRIGIO	ZINFANDEL	MOSCATO
Vineyards	Lodi, Clarksburg, Monterey	North Valley, Lodi	North Valley, Clarksburg, Monterey	North Valley, Lodi, Clarksburg	Lodi	California
Winemaking	Stainless steel fermentation on French & American oak staves	Stainless steel fermentation; aged on French oak staves	Stainless steel fermentation; aged on French oak staves	Stainless steel fermentation; no oak aging	Stainless steel fermentation; 7 months in French and American Oak	Stainless steel and arrested fermentation; no oak aging
Taste Profile	Underlying aromas of lime and kiwi fruit with a touch of French oak. On the palate, fresh fruit flavors of peach, pear and apple	Aromas of cherries and subtle hints of oak and cedar. Jammy mid-palate of red fruits, finishing with gentle tannins	Fresh fruit and strawberry aromas with a hint of oak. Cherry flavors and red fruit on the palate, finishing with soft tannins	Fresh, delicate floral aromas with citrus flavors of lemon and lime supported by a full, long finish	Fragrant strawberry, raspberry and spiced plum aromas with silky, pleasingly earthy, berry and spice flavors.	Soft and slightly spritzzy with nectarine and rose petal flavors and crisp acidity.