

ROBERT HALL

"The Essence of Paso Robles"™



BRAND EXPERIENCE

THE ROBERT HALL DRINKER

Loves a good bottle of wine and always has a few of their favorite bottles on hand. Quality matters and they seek out award-winning wines from a variety of regions. Prefers great age-worthy wines over a fully stocked wine fridge or cellar. This drinker is knowledgeable about wine, winemaking, and wine regions – they are well versed in wine yet still humble. Wine is a passion and luxury they enjoy, not a status symbol they keep around to boast about.

Quality Over Quantity: Prefers a few great, age-worthy wines in his cellar

Seeks Out the Best: Appreciates award-winning wine and visiting wineries

Knowledgeable Yet Humble: Knows about wine, but doesn't brag about it

DEMOGRAPHICS

- 30-65 years old
- College educated wine enthusiast
- 50% male, 50% female

ROBERT HALL BRAND STORY

Robert Hall Winery is nestled into the hillside east of Paso Robles, the heart of California's enchanting Central Coast. Our estate grown vineyards allow our winemakers to maintain a high level of control and capture the big, bold characteristics of Paso fruit in every bottle. With a maritime climate of warm days and cool nights, a variety of soil types, and diverse elevations, Paso Robles provides the perfect canvas for developing rich, complex flavors. As one of the most recognized wineries to call this area home, we are proud of our roots and strive to make wines that truly showcase the essence of Paso Robles.

IS / IS NOT

Robert Hall Is: Authentic, Welcoming, Grounded in History

Robert Hall Is Not: Pretentious, Dismissive, Exclusive

WORDS WE LIVE BY

The Essence of Paso Robles

ON-BRAND EXPERIENCES & LOCAL CONSUMER ACTIVATION

- Wine & Food Festivals
- Local Tourism
- Winemaker Events & Dinners



OUR APPROACH

With over 135 acres planted in prime Paso Robles real-estate, Robert Hall Winery has been producing award winning wines since 2001. We believe in quality, varietally correct wines that showcase the best of Paso Robles. Our estate vineyards have been meticulously managed by our team for over twenty years and we take pride in overseeing every step of the winegrowing and winemaking process to ensure the utmost quality in our wines. Our warm climate with cool coastal breezes and diverse vineyard soils provide the optimal growing conditions for the warm region varietals we have hand selected to farm. Our renowned winemaker, Don Brady also takes advantage of state of the art, small-batch equipment that helps him create the prestigious wines in our portfolio. As Don puts it, his "goal is to capture the essence of the vineyard as well as enhance the quality of wine by getting the best product possible out of each vine."

OUR VINEYARDS

Paso Robles is made up of 11 viticulture areas which span across 32,000 vineyard acres. This vineyard acreage is spread over approximately 42 miles east to west and 32 miles north to south, making Paso Robles California's largest geographic appellation. Paso Robles is a unique wine region with optimal growing conditions for producing fabulous wines. We believe that it all starts in the vineyard and we pride ourselves on being able to control production from grape to bottle, to ensure quality is never compromised. Our estate vineyards have been managed by our staff for over 20 years.

BENCH AND ORCHARD VINEYARD

These vineyards wrap around the winery, on the bench overlooking Huerhuero Creek. The soil here is an alluvial, stony, decomposed granite soil deposited by the Huerhuero as it cut its way through the area to drain into the Estrella River. This well drained soil is the home to clone 8 Cabernet Sauvignon and Syrah Noir vines.

TERRACE VINEYARD

The Terrace Vineyard is found on the rolling terrace situated above the southern bank of the Estrella River. Here the vines are rooted in porous sandy loam soils lain down by the Estrella moving in its course.

BRADY VINEYARD

This vineyard's soils are comprised of sandy clay loam alluvial terrace soils. This 18-acre vineyard is planted to Cabernet Sauvignon, Cabernet Franc, which serve to complement our other plantings of these varietals, and to Petite Sirah that further broadens the palate of varieties we have to work with.



Varietal	CABERNET SAUVIGNON	SAUVIGNON BLANC	MERLOT	ZINFANDEL	SYRAH	ROSÉ	CHARDONNAY	VIIGNIER
Vineyards	Paso Robles	Paso Robles	Paso Robles	Paso Robles	Paso Robles	Paso Robles	Paso Robles	Paso Robles
Winemaking	Stainless steel fermentation; oak aging	Stainless steel fermentation; no oak aging	Stainless steel fermentation; oak aging	Stainless steel fermentation; oak aging	Stainless steel fermentation; oak aging	Stainless steel fermentation; no oak aging	Barrel fermentation and aging	Stainless steel & barrel fermentation, some oak aging
Taste Profile	Black currant, cocoa and spice aromas. Plush fruit, anise, and dark chocolate flavors.	Crisp apple & citrus aromas. Bright fruit flavors of grapefruit, lime, apple and pear.	Ripe black cherry with hints of cedar aromas and flavors.	Raspberry, cranberry fruit with a peppery spice. Soft tannins.	Blackberry, cocoa, smoke & spice aromas. Blackberry, plum and cherry flavors.	Wild raspberry, strawberry, lime, tangerine aromas. Red berry fruit & citrus flavors.	Pear, apple and peach aromas. Peach & pear flavors and hints of butterscotch.	Orange blossom and sweet spice aromas. White peach, honey and lime flavors.

ROBERT HALL SPECS

AWARDS & ACCOLADES

CABERNET SAUVIGNON

Gold Medal, 2017 TEXSOM Int'l Wine Awards
88 Points, CA State Fair 2017
91 Points, Wine Enthusiast

MERLOT

98 Pts, Double Gold, Best of Class of Region,
CA State Fair 2017
88 Points, Food & Beverage World

SAUVIGNON BLANC

Double Gold, SF Chronicle Wine Comp 2017
94 Points, Beverage Testing Institute

ROSÉ

100 Top Values, Wine Spectator
Gold Medal, Rodeo Uncorked! Int'l Wine Comp

SYRAH

91 Pts, Wine Enthusiast
90 Pts, Food & Beverage World

ZINFANDEL

Gold Medal, 93 Pts, 2016 Toast of the Coast
Wine Comp
91 Points, 2016 New World Int'l Wine Comp



BENCHMARK SET

ROBERT HALL ITEM

Cabernet Sauvignon
Sauvignon Blanc
Merlot
Zinfandel
Syrah
Rosé

PRIMARY

Justin Paso Robles
Joel Gott
Decoy
Klinker Brick
Cline
Whispering Angel

SECONDARY

Daou Paso Robles
Justin Central Coast
Josh
St Francis Sonoma
Qupé
Gérard Bertrand Côte Des Roses

TERTIARY

J Lohr Hilltop Vineyard
Simi
Rodney Strong Sonoma
Decoy
Alexander Valley Vineyards
Sean Minor

SUGGESTED PRICING GUIDELINES

VARIETAL	WHITE TAG	EVERYDAY	TPR	AD/PLANNER/DEEP	AVG BTG
Cab Sauv, Zin, Syrah	\$25.99	\$21.99	\$19.99	\$18.99	\$14.50
Chardonnay, Merlot, Viognier, Rosé	\$22.99	\$18.99	\$17.99	\$15.99	\$11.50
Sauvignon Blanc	\$19.99	\$18.99	\$14.99	\$12.99	\$10.00

DISPLAY STANDARDS

PRIORITY	DISPLAY	VARIETAL
1	40%	Cabernet Sauvignon
2	25%	Sauvignon Blanc
3	10%	Merlot
4	10%	Zinfandel
5	10%	Syrah
6	5%	Rosé



PRODUCT SPECS

Product	Size	Case Pk	ABV%	UPC Code	Case Dimensions	Case Wt.	SCC Code	Pallet	Quantity
Cab Sauvignon	750 mL	12	14.5%	8 30949 00014 0	13.4375 x 10 x 13.5	39.6 lbs	1 00 30949 00014 1	15 x 4	60
Sauv Blanc	750 mL	12	13.5%	8 30949 00011 9	13.4375 x 10 x 13.5	39.6 lbs	1 00 30949 00011 0	15 x 4	60
Merlot	750 mL	12	14.5%	8 30949 00015 7	13.4375 x 10 x 13.5	39.6 lbs	1 00 30949 00015 8	15 x 4	60
Zinfandel	750 mL	12	15.0%	8 30949 00016 4	13.4375 x 10 x 13.5	39.6 lbs	n/a	15 x 4	60
Syrah	750 mL	12	14.5%	8 30949 00017 1	11.875 x 11.375 x 14.875	34 lbs	1 00 30949 00017 2	14 x 4	56
Rosé	750 mL	12	13.0%	8 30949 00012 6	13.4375 x 10 x 13.5	39.6 lbs	n/a	15 x 4	60
Chardonnay	750 mL	12	14.5%	8 30949 00013 3	11.875 x 11.375 x 14.875	38 lbs	1 00 30949 00013 4	14 x 4	56
Viognier	750 mL	12	13.5%	8-30949-00027 0	11.875 x 11.375 x 14.875	38 lbs	1 00 30949 00027 1	14 x 4	56