

— EST. 1999 —



BRANDS

BRAND OVERVIEWS

2025

BREAD & BUTTER
Wines

BREAD & BUTTER wines

LIFE IS COMPLICATED.
PICKING A WINE
SHOULDN'T BE.

DON'T OVERTHINK IT.



&



BRAND OVERVIEW

Why is wine so complicated?

Why the aggressive swirling? Sniffing? Spitting?

Why does wine feel like a test you didn't study for?

Bread & Butter is a wine that's easy. Sniff it all you want.

But the good part is actually drinking it. It's not concerned with outdated rituals—just tasting good and helping you enjoy the moment. Bread & Butter is the modern wine for any occasion. It's great to bring to a party & drink at home & eat with fancy food & junk food & anything else you can think of & not think of.

WINE STYLE

Expertly Made to be Simply Enjoyed.

California wines made in a classically-styled, varietally accurate way.

BREAD & BUTTER CONSUMER

Bread & Butter is onramping the consumer like no other Super Premium (\$11-15) brand.

77% of Bread & Butter drinkers are Millennials and GenZ.* Overdelivering versus Josh and Francis Ford Coppola Diamond.

KEY SELLING POINTS

United States: Fast Growing Millennial and GenZ Brand

- Outperformed Super Premium category (\$11-15) growth every year since launch 10 years ago
- #1 Super Premium Pinot Noir
- #1 Fastest growing Super Premium Buttery Chardonnay
- #5 Super Premium Cabernet

10 Consecutive Years of Double Digit Global Growth

- Canada: #1 US Brand and 4th overall
- UK: #1 £10+ Brand and fastest Growing
- Sweden: #1 Most Sold Wine (Pinot Noir) and #2 Brand

**Legacy Winemaking Award in Napa Valley:
Director of Winemaking Linda Trotta**

- North Bay Business Journal, 2024







**7X IMPACT
HOT BRAND AWARD
2018-2024**



**IMPACT BLUE CHIP AWARD
10 CONSECUTIVE
YEARS OF GROWTH**



REDS

APPELLATION	CALIFORNIA				NAPA VALLEY	RUSSIAN RIVER VALLEY
BREAD & BUTTER	PINOT NOIR	RED BLEND	CABERNET SAUVIGNON	MERLOT	RESERVE CABERNET SAUVIGNON	RESERVE PINOT NOIR
						
	FRUIT-FORWARD. DELICIOUS. SMOOTH.	BALANCED. VELVETY. INDULGENT.	RIPE. LUSCIOUS. BOLD.	RICH. SOFT. DECADENT.	CONFIDENT. SAVORY. MEMORABLE.	ALLURING. SILKY. MEMORABLE.
	3 WORD DESCRIPTOR					

APPELLATION	CALIFORNIA					RUSSIAN RIVER VALLEY	ITALY
BREAD & BUTTER	CHARDONNAY	SLICED LOW ALC. CHARDONNAY	SAUVIGNON BLANC	PINOT GRIGIO	ROSÉ	RESERVE CHARDONNAY	PROSECCO
							
	LUSH. BALANCED. CREAMY.	BUTTERY. BRIGHT. REFRESHING.	REFRESHING. ZESTY. LIVELY.	CRISP. SHINING. PRETTY.	BRIGHT FRESH. JUICY.	RICH. VIBRANT. MEMORABLE.	SHIMMERING. BRIGHT. DELICATE.



KEY COMPETITORS

J. Lohr, Joel Gott, Josh Cellars, Coppola, Chateau
Ste. Michelle, Butter, Kendall Jackson Vintner's Reserve

SHELF STANDARDS

Brand Set - equal footprint to Coppola Diamond
 Varietal Sets - match facings of: Josh Pinot Noir, Coppola
 Diamond Cabernet, Butter Chardonnay, Kendall Jackson
 Vinter's Reserve Sauvignon Blanc, Chloe Pinot Grigio,
 La Marca Prosecco, and Raeburn for Reserve Pinot Noir
 & Chardonnay

DISPLAY STANDARDS

40% Pinot Noir, 40% Cabernet, 20% Chardonnay

COLD BOX

Chardonnay, Sauvignon Blanc, Pinot Grigio, Prosecco

CHANNEL STRATEGY

Off Premise - focus on Grocery and Mass,
On Premise - focus on BTG in casual dining and upscale
dining for Reserves

PROMOTIONAL TOOLS

Visit trade.wxbrands.com or contact your WX Brands salesperson

DON'T OVERTHINK IT.



TRUE MYTH

Central Coast - California Wines

True Myth celebrates the transformative power of nature. From the nurturing warmth of Paso Robles to the cool coastal influence of Edna Valley and the San Luis Obispo Coast, our wines transform Mother Nature's gifts into wines with expressive quality and character.

KEY SELLING POINTS

- **Appealing to Female Shoppers** — True Myth's eye catching label jumps off of shelves in grocery stores and appeals to the female shopper who represents 70% of grocery shoppers.
- **Award Winning Wines** — the entire True Myth portfolio has a history of 90+ point accolades from leading trade publications (Wine Enthusiast, Tasting Panel, etc.)
- **Sustainably Made** — All of True Myth's wines are sustainably sourced and made. Chardonnay and Pinot Noir are SIP Certified Sustainable and Cabernet Sauvignon is sourced from 70% sustainably grown vineyards.

REGION / WINE STYLE

Sourced from marquee appellations on California's Central Coast, True Myth wines showcase some of the most unique appellations in the state. From the diverse terrain of Paso Robles' rolling hills and fog layered valleys to two of the coolest regions in the state in Edna Valley and San Luis Obispo Coast, True Myth's sourcing represents the gorgeous magical gifts that Mother Nature provides.

RECENT ACCOLADES

Paso Robles
Cabernet Sauvignon

90

POINTS
WINEENTHUSIAST

93

POINTS
THE TASTING PANEL
MAGAZINE

Central Coast
Chardonnay

91

POINTS
THE TASTING PANEL
MAGAZINE



San Luis Obispo Coast
Pinot Noir

90

POINTS
WINEENTHUSIAST

92

POINTS
THE TASTING PANEL
MAGAZINE



PRODUCT/VARIETAL	CHARDONNAY	CABERNET SAUVIGNON	PINOT NOIR
APPELLATION	Central Coast	Paso Robles	San Luis Obispo Coast
KEY COMPETITORS	Simi, Rodney Strong	Banshee, Liberty School, Coppola Paso	La Crema Monterey, Hahn
CHANNEL STRATEGY	70% off premise with a focus on national chains, independents, and regional chains, 30% on premise with a focus on upscale casual dining		
SHELF STANDARDS	Placed within each respective varietal set, eye level shelf is preferred/ideal		
DISPLAY STANDARDS	Priority for display is Cabernet Sauvignon followed by Chardonnay		
COLD BOX	Chardonnay where feasible		
PROMOTIONAL TOOLS	Visit trade.wxbrands.com or contact your WX Brands sales person		

TRUE MYTH

ROB TAKIGAWA, WINEMAKER



An award-winning veteran winemaker and San Luis Obispo native, Rob Takigawa has been part of the True Myth family for nearly 25 years. Each vintage of True Myth allows him to perfect his craft, creating beautiful wines that reflect the beauty of the Central Coast of California.



TRAPICHE

ARGENTINA



THE TRAPICHE WINERY IN MAIPU, MENDOZA

Based in Mendoza, Argentina, Trapiche proudly celebrates 140 years of storied, award-winning winemaking. Through the vast and diverse portfolio, winemaking works to offer the best wines for every occasion across multiple tiers and appellations. Imported to over 80 countries, Trapiche has always focused on incredible quality from diverse explorative regions within Argentina, specializing in showcasing the best in the terroirs of the country.

KEY SELLING POINTS

- **A GLOBAL BRAND** – Trapiche shipped over 1.1 million cases of wine worldwide in 2024
- **AWARD WINNING WINES** – a deeply rooted relationship with James Suckling has led to a phenomenal history of 90+ point awards across all tiers and offerings under Trapiche
- **TIERS OF EXCELLENCE** – every tier of Trapiche dives deeper into the regionality and terroir of Argentina, highlighting the depth of what the country offers

ACCOLADES

OAK CASK

SELECTED VINEYARDS

90 PTS
MALBEC V2023

90 PTS
CABERNET
SAUVIGNON V2023

90 PTS
CHARDONNAY V2023

TESORO

OUR TREASURE FROM HIGH ALTITUDE VINEYARDS

92 PTS
MALBEC V2023

91 PTS
CABERNET
SAUVIGNON V2023

91 PTS
CHARDONNAY V2023

MEDALLA

90 PTS
MALBEC V2022,
TIM AKIN

92 PTS
CABERNET
SAUVIGNON V2023

92 PTS
CHARDONNAY V2023

* All scores awarded from JamesSuckling.com



TRAPICHE

ARGENTINA

SERGIO CASÉ, WINEMAKER



Sergio Casé has been a part of the Trapiche family for 25 years. Having taken inspiration from his father at a young age, he represents the fourth generation within his family to work in winemaking. He has worked in prestigious regions within France, Italy, and California, but happily calls Argentina home.



PRODUCT/ VARIETAL	MALBEC CABERNET SAUVIGNON CHARDONNAY			
APPELLATION	Argentina	Medoza	Uco Valley	Mendoza Primera Zona
KEY COMPETITORS	Alamos, Trivento, Catena, Antigal, Domaine Bousquet			
CHANNEL STRATEGY	70% off premise with a focus on national chains, independents, and regional chains, 30% on premise with a focus on casual dining for Alaris and Oak Cask /upscale dining for Tesoro and Medalla, extra focus should be placed on steakhouses and Argentine restaurants			
SHELF STANDARDS	Placed within each respective varietal set, Alaris and Oak Cask NOT on bottom shelf is priority, Tesoro on eye level shelf and Medalla on eye level or top shelf is priority			
DISPLAY STANDARDS	3 case stacks using POS where possible, display priority on Malbec for all tiers			
COLD BOX	Chardonnay where feasible for all tiers			
PROMOTIONAL TOOLS	Visit trade.wxbrands.com or contact your WX Brands sales person			



BRAND OVERVIEW

From the heart of California wine country, Our Daily Wines reflects a back-to-nature approach with wines made from 100% organically-grown grapes. Vegan-friendly and preservative- and gluten-free, Our Daily Wines offers great-tasting, classic varietals made with the vision of preserving and enhancing the environment in which our families live and work.

KEY SELLING POINTS

- Our Daily is the #1 USDA Organic wine brand*
- No Detectable Sulfites, USDA Organic, Vegan, & Gluten Free
- Celebrating 30 years as an organic wine leader

WINE STYLE

Lighter-medium style, fruit forward, pure, aromatic wines.

USDA ORGANIC

There is a significant difference between wines made with organic grapes and those that are USDA Organic Certified. The former means that the wines are produced with certified organically-grown grapes, but being USDA Organic means that in addition to utilizing organic grapes, the wines are produced in a certified organic winemaking facility. In addition, any ingredient used to make the wine — including yeast — is certified organic. At Our Daily Wines, we take that important extra step to ensure that from grape to glass, our wines are grown and crafted with no chemical inputs and no added preservatives.



OUR DAILY WINES



WINEMAKER

Juan Cerna oversees our Organic wine production with both creativity and a high level of technical skill. He is a native Californian with roots in the Salinas Valley. After graduating from UC Santa Cruz with a degree in Molecular and Cellular Biology he found his passion for winemaking while working at Canandaigua Wine Company in Gonzales back in 1997. He honed his winemaking skills under the tutelage of some top winemakers at Monterey Wine Co., Bronco in Napa, ASV and most recently at Oak Ridge Winery.

PRICING & BRAND STANDARDS



RED BLEND



CABERNET SAUVIGNON



CHARDONNAY



APPELLATION: California

KEY COMPETITORS:
Frey, Bonterra, Natura and Avaline

TARGET CHANNEL GUIDELINES:
Premium Grocery, Mainstream Grocery,
Value/Mass Club/Drug, Liquor, Upscale Casual*

FRONTLINE/SRP: \$11.99

PROMOTED/EVERYDAY: \$10.99

DEEP: \$9.99

*Vegan, Vegetarian, farm-to-table, and health-conscious restaurants

HERE BY CHANCE



BRAND OVERVIEW

Here by Chance encourages connection, spontaneity, and enjoying the moments of life when good things just happen. Inspired by the accidental discovery of Paso Robles, a region discovered by chance and cherished by choice, Here by Chance invites you to take the chance, say yes, and embrace the whims of fate.

KEY SELLING POINTS

- Developed with key consumer buying behavior in mind - luxury wine shoppers want emotional connection to the brands they support and purchase
- Packaging was deliberately designed to break the mold in the wine category and create intrigue with shoppers
- Here by Chance has DOUBLE the purchase motivation of Austin

REGION / WINE STYLE

- Sourced from the Adelaida, San Juan Creek, Estrella, and Creston districts in Paso Robles
- A blend of 76% Cabernet Sauvignon, 18% Petite Sirah, 6% Syrah
- Features the classic Paso Robles dusty tannins and deep blue fruit flavors

ACCOLADES

90
POINTS

WINEENTHUSIAST

91
POINTS

THE TASTING PANEL
MAGAZINE



BRAND STANDARDS

CHANNEL STRATEGY

70% off premise with a focus on national chains, independents, and regional chains, 30% on premise with a focus on upscale casual dining

KEY COMPETITORS

Austin, Daou, The Honest Thief, Juggernaut, Postmark

SHELF STANDARDS

Placed within the Cabernet Sauvignon varietal set, adjacent to Daou where possible (no more than 3 facings away)

DISPLAY STANDARDS

3 case stacks using POS where possible

GOLD BOX

N/A

PROMOTIONAL TOOLS

Visit trade.wxbrands.com or contact your WX Brands sales person

THE ICON ROCK



Brand Overview

The Icon Rock is an homage to the foundation of exceptional wines. Over time, ancient rock breaks down into mineral-rich earth, forming the lifeblood of the vineyard. This soil shapes the vines, the grapes, and ultimately the wine — each bottle carrying a quiet echo of its rocky origins. The Icon Rock ties every chapter of the vineyard's story together, anchoring each wine in a deep sense of place.

KEY SELLING POINTS

Crafted from world-renowned regions including Mendoza, Marlborough, and Aconcagua Valley. Each bottle expresses the character of its iconic terroir.

Offered in three distinct tiers — Everyday, Signature Series, and Single Vineyard — The Icon Rock delivers quality and storytelling at every level, from everyday enjoyment to premium expressions.

The Icon Rock has secured robust placements at top U.S. retailers: our Everyday tier is widely available at H-E-B, while the Signature Series is featured at Kroger.



REGION / PLACE / PRODUCTION

The Icon Rock showcases wines from some of the world's most iconic winemaking regions, including Mendoza in Argentina, Marlborough in New Zealand, and Chile's Aconcagua Valley. The Signature Series highlights celebrated sub-appellations, while the Single Vineyard Series dives deeper, sourcing from individual vineyards to express terroir at its most specific and nuanced.

WINE STYLE/WINEMAKER



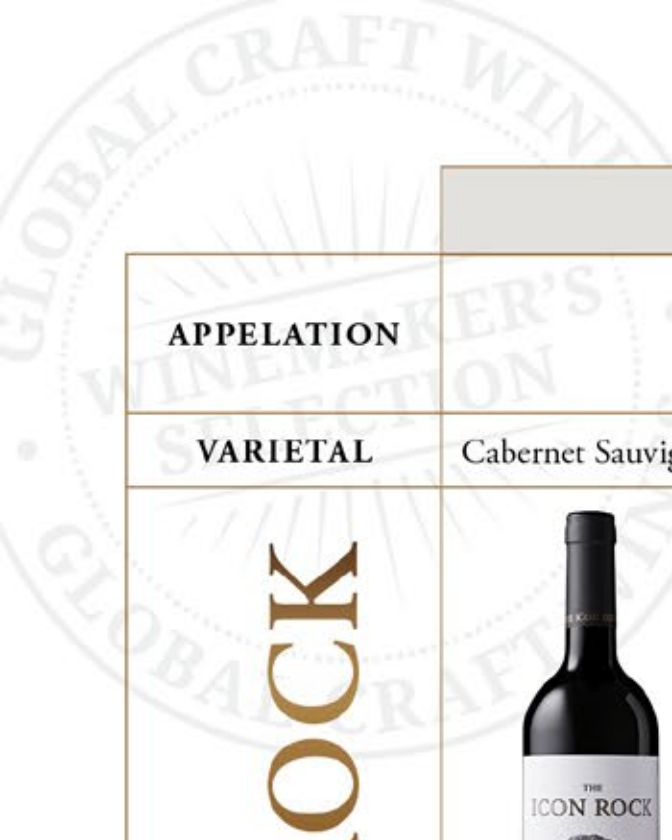
Sergio Casé

Sergio Casé is a fourth-generation winemaker who began his journey in the vineyard alongside his father at just 13 years old. He brings international winemaking experience from renowned regions in France, Italy, the United States, and Argentina.



Johnson Scutt

Johnson Scutt grew up on his family's winemaking estate in New Zealand. His career has taken him around the world, making wine in over 11 countries, including Spain, Italy, Hungary, and Cyprus. He now lives in New Zealand with his wife, children, and two Catalan cats.



EVERYDAY WINES					SIGNATURE WINES				SINGLE VINEYARD	
APPELLATION	Mendoza, Argentina			Aconcagua Valley, Chile	Uco Valley, Mendoza, Argentina			Marlborough, New Zealand	Finca La Jarilla, La Consulta, Uco Valley, Argentina	Finca El Corión, Los Árboles, Uco Valley, Argentina
VARIETAL	Cabernet Sauvignon	Red Blend	Chardonnay	Sauvignon Blanc	Cabernet Sauvignon	Red Blend	Chardonnay	Sauvignon Blanc	Cabernet Sauvignon	Chardonnay
THE ICON ROCK										
	90 POINTS V. 2023	91 POINTS V. 2022	90 POINTS V. 2023	89 POINTS V. 2022	91 POINTS V. 2022	91 POINTS V. 2022	92 POINTS V. 2023	90 POINTS V. 2023	93 POINTS V. 2022	92 POINTS V. 2022
CHANNEL STRATEGY		KEY COMPETITORS	SHELF STANDARDS		DISPLAY STANDARDS			COLD BOX	PROMOTIONAL TOOLS	
Off premise with a focus on Chain Grocery		Invivo, Sea Sun, Uppercut	Placed within respective varietal sets		Key focus SKUs are Signature Series Sauvignon Blanc (Marlborough, New Zealand) and Signature Series Cabernet (Uco Valley, Mendoza, Argentina)			Chardonnay, Sauvignon Blanc	Visit trade.wxbrands.com or contact your WX Brands salesperson	

* All scores awarded from [JamesSuckling.com](https://www.jamesSuckling.com)





CHRONIC CELLARS

PASO ROBLES



Wines with Character

from Paso Robles. Chronic Cellars is committed to making seriously good wine for people looking for a little dose of adventure. Our disruptive style is matched only by the killer quality of our wines, made with character to match our clever and playful labels.

KEY SELLING POINTS

- Chronic has a legacy of quality that over delivers on value. Over 25, 90+ Point Scores from the Leading Publications on the last 5 vintages.
- High personality, disruptive labels that are original works of art
- The Chronic consumer is Millennial and Gen X, skewing younger than the typical category shopper
- Paso Robles is the fastest growing region in the wine category, per IRI scan data trends

REGION/PLACE/PRODUCTION

The legend of Chronic Cellars dates back to 2004 on the rolling hillsides of Paso Robles when winemaking skill was met with wit and humor. The idea of our founders: use the very best — or 'chronic' — grapes to make killer wine. Chronic wines deliver on killer flavor and texture at an accessible price, vintage after vintage.

RECENT ACCOLADES

92 PTS
BEST BUY

SIR REAL
CABERNET
SAUVIGNON
v2021

WINE ENTHUSIAST

93 PTS
EDITORS'
CHOICE

SIR REAL
CABERNET
SAUVIGNON
v2021

WINE ENTHUSIAST

92 PTS
PURPLE
PARADISE
RED BLEND
v2021

THE
tastingpanel
MAGAZINE

91 PTS
EDITORS'
CHOICE

PURPLE
PARADISE
RED BLEND
v2020

WINE ENTHUSIAST

91 PTS
BEST BUY

SUITE PETITE
PETITE SIRAH
v2120

WINE ENTHUSIAST

90 PTS
SOFA KING
BUENO
RED BLEND
v2020

WINE ENTHUSIAST

CHRONIC CELLARS

FOR US,
IT'S IN
OUR BONES.



SIR REAL



PURPLE PARADISE



SUITE PETITE



SOFA KING BUENO



PINK PEDALS



VARIETAL	Cabernet Sauvignon	Red Blend	Petite Sirah	Red Blend	Rosé
APPELLATION	Paso Robles				
KEY COMPETITORS	Freakshow, 7 Deadly, Coppola				
CHANNEL STRATEGY	70% off premise with a focus on independents and regional chains, 30% on premise with a focus on casual dining				
SHELF STANDARDS	Placed within the respective varietal set (CS, Zin, Red Blend), adjacent to Freakshow where possible				
DISPLAY STANDARDS	60% Sir Real, 30% Purple Paradise, 10% other supporting SKU if applicable (ie. Suite Petite, Sofa King)				
COLD BOX	Pink Pedals and Spritz where appropriate				
PROMOTIONAL TOOLS	Visit trade.wxbrands.com or contact your WX Brands sales person				



BAILEYANA



Baileyana's distinctly exceptional wines – highlighted by cool climate Chardonnay and Pinot Noir – are the epitome of the excellence, charm and potential of Edna Valley. The stunning region on California's Central Coast remains a breathtaking getaway, hidden in plain sight.



KEY SELLING POINTS

- Fruit utilized for Baileyana's wines hails from the Edna Valley, the coolest growing region in California.
- Wines are made by veteran winemaker and Central Coast native, Rob Takigawa.
- All wines under Baileyana are SIP Certified Sustainable.

REGION/PLACE/PRODUCTION

The Edna Valley is nestled in California's Central Coast, and is considered to be the coolest growing region in all of California due to its proximity to the Pacific Ocean. The region also boasts one of the longest growing seasons in the state as well. The transverse valley that begins at the ocean and extends inward brings maritime influences into the Edna Valley, like fog and wind, which creates an ideal growing climate for Pinot Noir and Chardonnay.

WINE STYLE/WINEMAKER

25+ Year Veteran Winemaker, Rob Takigawa, is dedicated to crafting wines that are a true expression of the Edna Valley, California's coolest growing region.

ACCOLADES

EDNA VALLEY PINOT NOIR		EDNA VALLEY CHARDONNAY	
93	93	92	91
POINTS	POINTS	POINTS	POINTS
V2021	V2023	V2021	V2023
WINEENTHUSIAST	THE TASTINGpanel MAGAZINE	WINEENTHUSIAST	THE TASTINGpanel MAGAZINE

BAILEYANA

PINOT NOIR



APPELLATION

Edna Valley

CHANNEL STRATEGY

60% off premise with a focus on independents and regional chains, 40% on premise with a focus on fine and upscale casual dining

KEY COMPETITORS

Chamisal, Edna Valley Vineyards, Tablas Creek

CHARDONNAY



SHELF STANDARDS

Placed within respective varietal sets (Chardonnay, Pinot Noir)

DISPLAY STANDARDS

50% Pinot Noir, 50% Chardonnay

COLD BOX

Chardonnay only

PROMOTIONAL TOOLS

Visit trade.wxbrands.com or contact your WX Brands sales person

EDNA VALLEY CHARDONNAY





TANGENT

Tangent explores the possibilities of cool-climate white wines rooted in the Edna Valley and the Central Coast. Our innovative spirit is channeled into everything we create, departing from the ordinary and taking our own path. Tangent delivers wines with the promise of being vibrant, fresh and delightfully different.

KEY SELLING POINTS

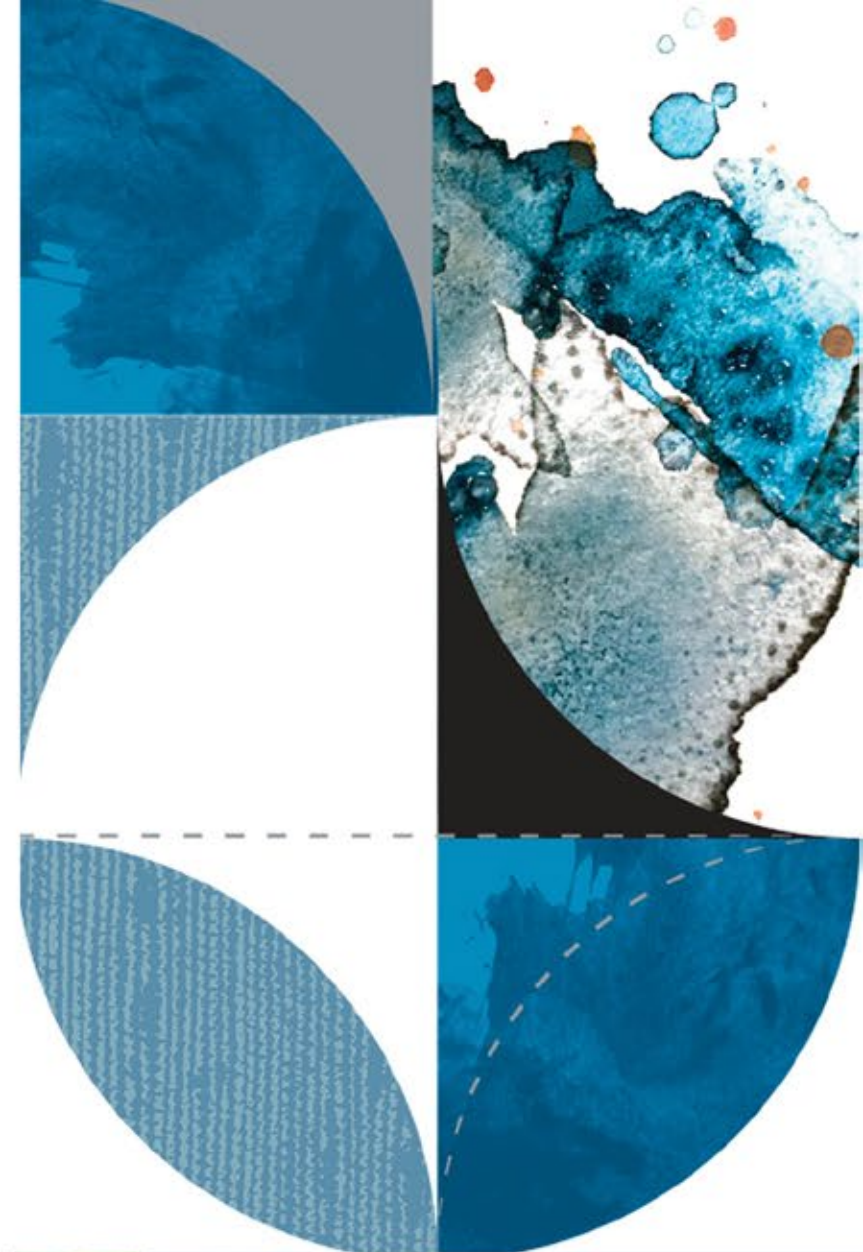
- Less than 5% of aromatic white wines from California are grown in a cool climate. Tangent's wines are stylistically different from the competitive set thanks to its cool climate roots.
- Tangent is one of the early adopters of Albarino in California, a varietal typically grown in Spain and Portugal.
- All wines under Tangent are SIP Certified Sustainable.

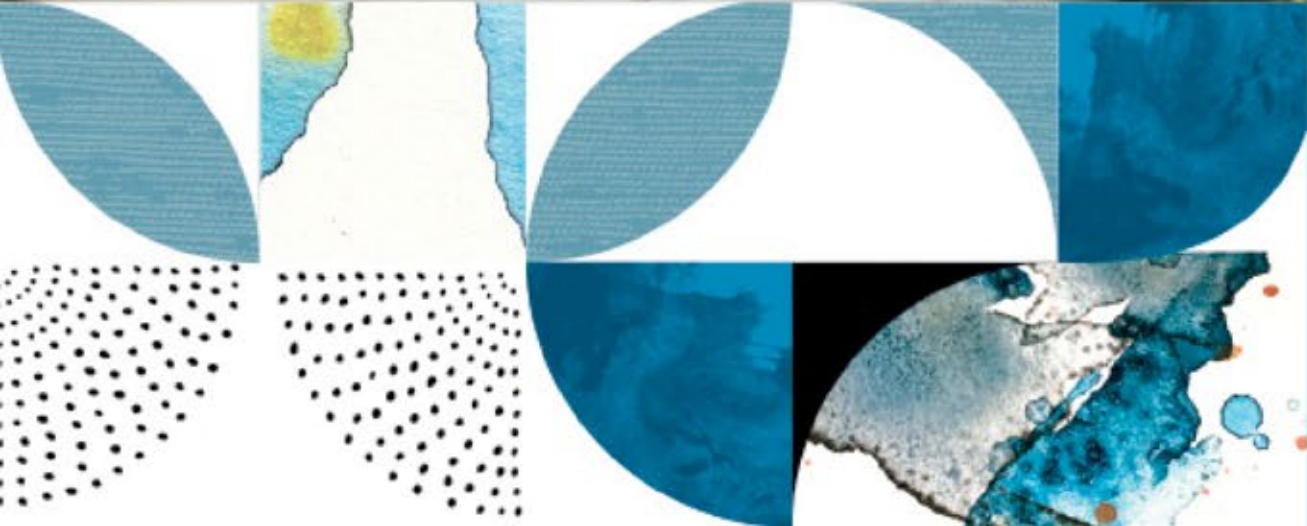
REGION/PLACE/PRODUCTION

The Edna Valley is nestled in California's Central Coast, and is considered to be the coolest growing region in all of California due to its proximity to the Pacific Ocean. The region also boasts one of the longest growing seasons in the state as well.

WINE STYLE/WINEMAKER

25+ Year Veteran Winemaker, Rob Takigawa, is dedicated to crafting wines that are a true expression of the Central Coast.





CENTRAL COAST
SAUVIGNON BLANC



CENTRAL COAST
PINOT GRIS



EDNA VALLEY
ALBARIÑO



APPELLATION	Edna Valley, Central Coast
KEY COMPETITORS	Seaglass, Edna Valley Vineyards
CHANNEL STRATEGY	60% off premise, 40% on premise with a focus on upscale casual dining
SHELF STANDARDS	Placed within respective varietal sets (Sauvignon Blanc, Pinot Gris, Alt Whites)
DISPLAY STANDARDS	70% Sauvignon Blanc, 30% other varietals
COLD BOX	Mandatory for Sauvignon Blanc
PROMOTIONAL TOOLS	Visit trade.wxbrands.com or contact your WX Brands sales person