

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 It's not concerned with outdated rituals—just tasting good and helping you enjoy the moment.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.

*Source: Circana; Unify; Food. L52W as of 12.29.2024. \$ Vol. Super Premium \$11-14.99. Domestic.

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						
WHITES						
APPELLATION	CALIFORNIA				RUSSIAN RIVER VALLEY	ITALY
BREAD & BUTTER	CHARDONNAY	SLICED LOW ALC. CHARDONNAY	SAUVIGNON BLANC	PINOT GRIGIO	ROSÉ	RESERVE CHARDONNAY
						
3 WORD DESCRIPTOR	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.