

LIGHT HORSE

JAMIESON RANCH VINEYARDS



BRAND OVERVIEW

Light Horse is a nod to the American West and to the invaluable horses that helped settle this vast and untamed region of the country. These are the wines you'll turn to everyday: classic, easy-drinking and fruit-forward California varietals that offer superior value and complement the foods you enjoy.

Light Horse wines are named in honor of our Jamieson Ranch miniature horses. These friendly "minis" are a distinct breed, no taller than 38 inches. When they are not working as service animals for people with disabilities, our "minis" can be found at our Napa Valley property where visitors are welcome to meet and interact with these endearing Jamieson Ranch Vineyards ambassadors.



WINE STYLE




True to the varietal character, these wines are fruit forward and complement food.

WINEMAKER

Noel Schaff. After receiving her BA from Boston College, Noel found work at an organic winery in Mendocino, and subsequently spent three years at Hahn Family Estates blending wines and learning everything she could about winemaking. Noel arrived at Jamieson Ranch Vineyards in 2014 and has been working on our Light Horse and Whiplash wines ever since.



PRICING & BRAND STANDARDS

LIGHT HORSE		PRODUCT/VARIETAL		
		Pinot Noir	Chardonnay	Cabernet Sauvignon
				
BRAND STANDARDS	APPELLATION	California		
	KEY COMPETITORS	Kendall-Jackson, Ménage à Trois, Toasted Head, Cupcake Vineyards		
PRICING STANDARDS	FRONTLINE/ SRP	\$12.99		
	PROMOTED/ EVERYDAY	\$10.99		
	DEEP	\$9.99		
	BTG	\$8		
	WINELIST	\$24		
	WINE LIST GUIDELINES	Light Horse Pinot Noir	Light Horse Chardonnay	Light Horse Cabernet Sauvignon

TARGET CHANNEL GUIDELINES	Premium Grocery	Mainstream Grocery	Value / Mass Club / Drug	Liquor	C-Store	Fine Dining	Upscale Casual	Family Casual	Hospitality
	X	X	X	X			X	X	X