



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				