

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.

KEY SELLING POINTS*

- Perfect for on-premise accounts: all three SKUs are in screw cap closures
- \$7 by-the-glass programming available in majority of states

WINE STYLE

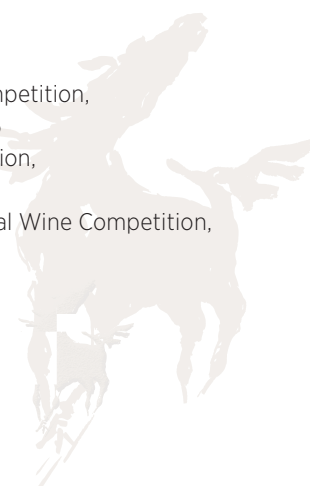
True to the varietal character, these wines are fruit forward and complement food.

WINEMAKER




Linda Trotta. Linda joined Jamieson Ranch Vineyards in 2017 following a career spanning three decades and four continents. Prior to 2017, Linda was Head Winemaker at Swiftwater Cellars in Washington State, where she built the winemaking program. Previously, Linda served as Director of Winemaking at Sonoma Valley's renowned Gundlach Bundschu Winery. In her twenty years there, she implemented advances in winemaking techniques and vineyard practices. A southern California native, Linda earned her degree in Enology from UC Davis. She is involved with organizations that champion the advancement of women's careers in wine.

ACCOLADES

- 91 Points,** New York International Wine Competition, Light Horse Cabernet Sauvignon 2016
- Gold,** TEXSOM International Wine Competition, Light Horse Pinot Noir 2016
- Gold,** Houston Rodeo Uncorked International Wine Competition, Light Horse Chardonnay 2016



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	\$7		
	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