

Whiplash

JAMIESON RANCH VINEYARDS

BRAND OVERVIEW

Like the powerful horse for which they are named, Whiplash wines are commanding and elegant. Our California wines celebrate the unbridled spirit of this horse and pay homage to the invaluable horses that settled the once untamed American West.

KEY SELLING POINTS

- Made by a well-known Napa Valley winery, these wines receive noteworthy accolades.
- In 2019, the enhanced portfolio debuted with 6 of the top 7 California varietals in the \$12-14.99 category.**

WINE STYLE

Sourced from fine California growing sites, Whiplash wines are true to the character of their varietal, approachable and balanced.

WINEMAKER

Linda Trotta. Linda was named Napa Valley Winemaker of the Year in 2018 by the North Bay Business Journal. 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. She built the winemaking program from the ground up and key achievements included earning critical acclaim for the winery's first vintages. 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 degrees in Enology from UC Davis. She is involved and has held leadership roles with organizations that champion the advancement of women's careers in wine.

ACCOLADES

91 Points, Sunset 2019 International Wine Competition, Whiplash Red Blend 2017

90 Points, Wine Enthusiast, Whiplash Red Blend 2015

95 Points, Los Angeles International Wine Competition, Whiplash Malbec 2015


90 Points, Ultimate Spirits Challenge, Whiplash Zinfandel 2015

*Deep Dive Split Testing conducted by LabelAnalytics in November 2018.

**Nielsen, 52 week \$ Vol Change, California Varietals. 1.26.2018.



PRICING & BRAND STANDARDS

| | | PRODUCT/VARIETAL | | | | | |
|---|----------------------|--|---------------------|--------------------|--------------------|-----------------|-----------------------------|
| | | Red Blend | Chardonnay | Pinot Noir | Zinfandel | Malbec | Cabernet Sauvignon |
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| BRAND STANDARDS | APPELLATION | California | | | | | |
| | KEY COMPETITORS | The Dreaming Tree, 14 Hands, 19 Crimes | | | | | |
| PRICING STANDARDS | FRONTLINE/SRP | \$12.99 | | | | | |
| | PROMOTED/EVERYDAY | \$10.99 | | | | | |
| | DEEP | \$9.99 | | | | | |
| | BTG | \$8 | | | | | |
| | WINE LIST | \$24 | | | | | |
| | WINE LIST GUIDELINES | Whiplash Chardonnay | Whiplash Pinot Noir | Whiplash Red Blend | Whiplash Zinfandel | Whiplash Malbec | Whiplash 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 | | | | |