



BAILEYANA



Baileyana's distinctly exceptional wines – highlighted by cool climate Chardonnay and Pinot Noir – are the epitome of the excellence, charm and potential of Edna Valley. The stunning region on California's Central Coast remains a breathtaking getaway, hidden in plain sight.



KEY SELLING POINTS

- Fruit utilized for Baileyana's wines hails from the Edna Valley, the coolest growing region in California.
- Wines are made by veteran winemaker and Central Coast native, Rob Takigawa.
- All wines under Baileyana are SIP Certified Sustainable.

REGION/PLACE/PRODUCTION

The Edna Valley is nestled in California's Central Coast, and is considered to be the coolest growing region in all of California due to its proximity to the Pacific Ocean. The region also boasts one of the longest growing seasons in the state as well. The transverse valley that begins at the ocean and extends inward brings maritime influences into the Edna Valley, like fog and wind, which creates an ideal growing climate for Pinot Noir and Chardonnay.

WINE STYLE/WINEMAKER

25+ Year Veteran Winemaker, Rob Takigawa, is dedicated to crafting wines that are a true expression of the Edna Valley, California's coolest growing region.

ACCOLADES

EDNA VALLEY PINOT NOIR		EDNA VALLEY CHARDONNAY	
93	93	92	91
POINTS	POINTS	POINTS	POINTS
V2021	V2023	V2021	V2023
WINEENTHUSIAST	THE TASTINGPANEL MAGAZINE	WINEENTHUSIAST	THE TASTINGPANEL MAGAZINE

BAILEYANA

PINOT NOIR



APPELLATION

Edna Valley

CHANNEL STRATEGY

60% off premise with a focus on independents and regional chains, 40% on premise with a focus on fine and upscale casual dining

KEY COMPETITORS

Chamisal, Edna Valley Vineyards, Tablas Creek

CHARDONNAY



SHELF STANDARDS

Placed within respective varietal sets (Chardonnay, Pinot Noir)

DISPLAY STANDARDS

50% Pinot Noir, 50% Chardonnay

COLD BOX

Chardonnay only

PROMOTIONAL TOOLS

Visit trade.wxbrands.com or contact your WX Brands sales person

EDNA VALLEY CHARDONNAY

