



# TANGENT

Tangent explores the possibilities of cool-climate white wines rooted in the Edna Valley and the Central Coast. Our innovative spirit is channeled into everything we create, departing from the ordinary and taking our own path. Tangent delivers wines with the promise of being vibrant, fresh and delightfully different.

## KEY SELLING POINTS

- Less than 5% of aromatic white wines from California are grown in a cool climate. Tangent's wines are stylistically different from the competitive set thanks to its cool climate roots.
- Tangent is one of the early adopters of Albarino in California, a varietal typically grown in Spain and Portugal.
- All wines under Tangent are SIP Certified Sustainable.

## REGION/PLACE/PRODUCTION

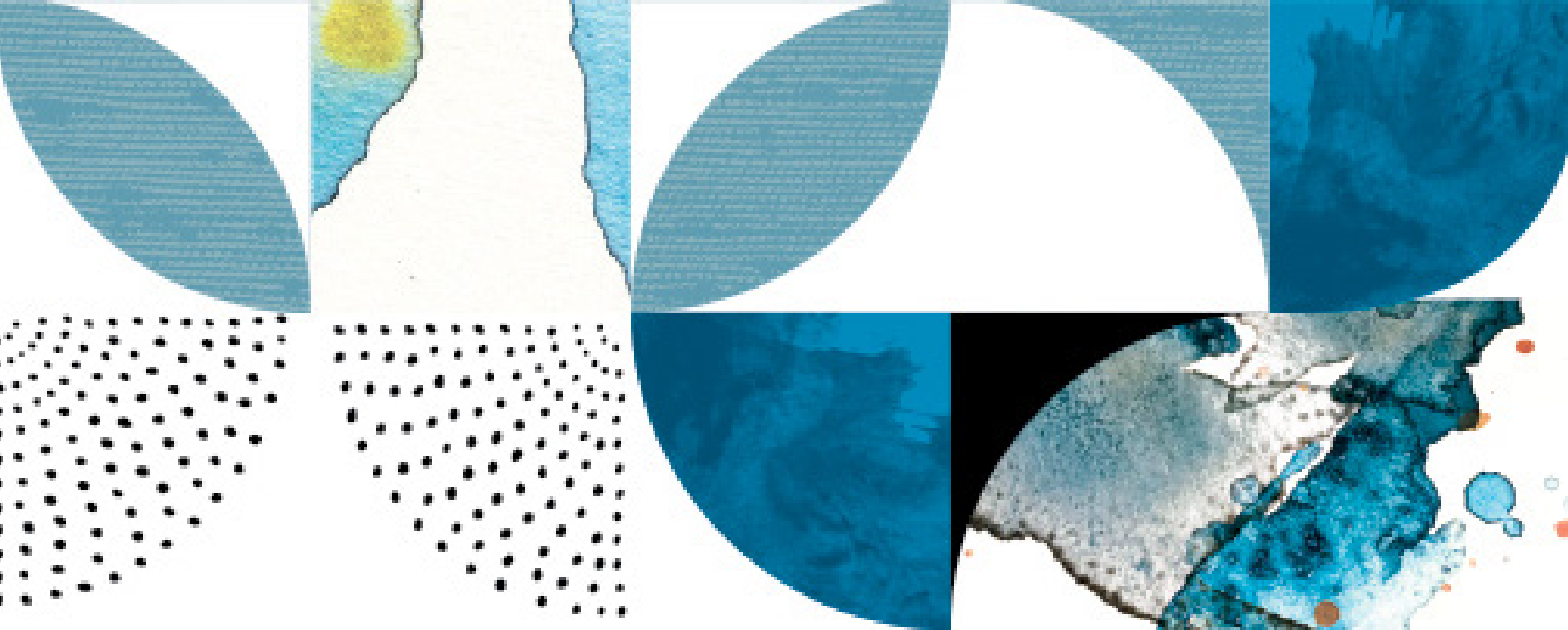
The Edna Valley is nestled in California's Central Coast, and is considered to be the coolest growing region in all of California due to its proximity to the Pacific Ocean. The region also boasts one of the longest growing seasons in the state as well.

## WINE STYLE/WINEMAKER

25+ Year Veteran Winemaker, Rob Takigawa, is dedicated to crafting wines that are a true expression of the Central Coast.



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## CENTRAL COAST SAUVIGNON BLANC

## EDNA VALLEY ALBARIÑO



APPELLATION	Central Coast
KEY COMPETITORS	Seaglass, J Vineyards
CHANNEL STRATEGY	60% off premise, 40% on premise with a focus on upscale casual dining
SHELF STANDARDS	Placed within respective varietal sets (Sauvignon Blanc, Pinot Gris, Alt Whites)
DISPLAY STANDARDS	80% Sauvignon Blanc, 20% other varietals
COLD BOX	Mandatory for Sauvignon Blanc
PROMOTIONAL TOOLS	Visit <a href="https://trade.wxbrands.com">trade.wxbrands.com</a> or contact your WX Brands sales person