



TRUE MYTH

Central Coast - California Wines

True Myth celebrates the transformative power of nature. From the nurturing warmth of Paso Robles to the cool coastal influence of Edna Valley and the San Luis Obispo Coast, our wines transform Mother Nature's gifts into wines with expressive quality and character.

KEY SELLING POINTS

- **Appealing to Female Shoppers** — True Myth's eye catching label jumps off of shelves in grocery stores and appeals to the female shopper who represents 70% of grocery shoppers.
- **Award Winning Wines** — the entire True Myth portfolio has a history of 90+ point accolades from leading trade publications (Wine Enthusiast, Tasting Panel, etc.)
- **Sustainably Made** — All of True Myth's wines are sustainably sourced and made. Chardonnay and Pinot Noir are SIP Certified Sustainable and Cabernet Sauvignon is sourced from 70% sustainably grown vineyards.

REGION / WINE STYLE

Sourced from marquee appellations on California's Central Coast, True Myth wines showcase some of the most unique appellations in the state. From the diverse terrain of Paso Robles' rolling hills and fog layered valleys to two of the coolest regions in the state in Edna Valley and San Luis Obispo Coast, True Myth's sourcing represents the gorgeous magical gifts that Mother Nature provides.

RECENT ACCOLADES

Paso Robles
Cabernet Sauvignon

90

POINTS
WINEENTHUSIAST

93

POINTS
THE TASTING PANEL
MAGAZINE

Central Coast
Chardonnay

91

POINTS
THE TASTING PANEL
MAGAZINE



San Luis Obispo Coast
Pinot Noir

90

POINTS
WINEENTHUSIAST

92

POINTS
THE TASTING PANEL
MAGAZINE



| PRODUCT/VARIETAL | CHARDONNAY | CABERNET SAUVIGNON | PINOT NOIR |
|-------------------|--|---------------------------------------|-------------------------|
| APPELLATION | Central Coast | Paso Robles | San Luis Obispo Coast |
| KEY COMPETITORS | Simi, Rodney Strong | Banshee, Liberty School, Coppola Paso | La Crema Monterey, Hahn |
| CHANNEL STRATEGY | 70% off premise with a focus on national chains, independents, and regional chains, 30% on premise with a focus on upscale casual dining | | |
| SHELF STANDARDS | Placed within each respective varietal set, eye level shelf is preferred/ideal | | |
| DISPLAY STANDARDS | Priority for display is Cabernet Sauvignon followed by Chardonnay | | |
| COLD BOX | Chardonnay where feasible | | |
| PROMOTIONAL TOOLS | Visit trade.wxbrands.com or contact your WX Brands sales person | | |

TRUE MYTH

ROB TAKIGAWA, WINEMAKER



An award-winning veteran winemaker and San Luis Obispo native, Rob Takigawa has been part of the True Myth family for nearly 25 years. Each vintage of True Myth allows him to perfect his craft, creating beautiful wines that reflect the beauty of the Central Coast of California.