

# CHRONIC CELLARS

## BRAND OVERVIEW

The legend of Chronic Cellars dates back to 2004 on the rolling hillsides of Paso Robles when our original founders combined their winemaking skills with their wit and humor to turn an idea into reality. Over 15 years later, with an arsenal of awards in tow, our pioneering spirit is still firmly intact, and we continue to “buck the norm” of traditional wine culture. Our killer quality wine and bold, disruptive labels unapologetically stand out and are made with character for wine drinkers looking for a dose of adventure.

## KEY SELLING POINTS

- High quality wines with a consistent history of 90+ point accolades
- Bold, disruptive labels that command attention and clearly differentiate
- A strong sense of place in Paso Robles - a wine growing region on the rise

## WINE STYLE

High personality, easy drinking wine with a fruit forward style made to be enjoyed on its own or with food.

## WINEMAKER

**Kip Lorenzetti.** With a decade-long winemaking career, Kip has become a specialist in California’s Central Coast and has developed an expertise in blending wines. As the assistant winemaker at Terravant Wine Company (now Summerland Wine Brands), Kip worked with some of the best vineyards from across California’s top wine regions. And most recently, as winemaker for Wild Horse Winery & Vineyards, Kip guided the ultra-premium and luxury wine production for the winery’s Burgundy, Bordeaux and Rhone varietals.

## ACCOLADES

**Top 100 Best Buy Wines, 92 Points,** Purple Paradise, 2018, Wine Enthusiast








**91 Points,** Best Buy, Suite Petite, 2018, Wine Enthusiast

**90 Points,** Sofa King Bueno, 2018, Wine Enthusiast

**Editor’s Choice,** Sir Real, 2018, Wine Enthusiast



## PRICING & BRAND STANDARDS

CHRONIC CELLARS	PRODUCT/VARIETAL						
	Purple Paradise Red Blend	Sir Real Cabernet Sauvignon	Spritz & Giggles Sparkling	Suite Petite Petite Sirah	Pink Pedals Rosé	Sofa King Bueno Red Blend	Dead Nuts Red Blend
							
APPELLATION	Paso Robles	Paso Robles	California	Paso Robles	Paso Robles	Paso Robles	Paso Robles
KEY COMPETITORS	Troublemaker, Freakshow, 7 Deadly	J. Lohr, The Federalist, Liberty School	Korbel, Piper Sonoma, Apothic	Petit Petite, Coppola Diamond Collection Petite Sirah, Odd Lot	Angels & Cowboys, Chloe, Kendall Jackson	Conundrum, Pessimist, Tenshen	Conundrum, Pessimist, Saldo
SRP	\$16.99					\$25.99	\$29.99
WINE LIST GUIDELINES	Chronic Cellars Purple Paradise Red Blend	Chronic Cellars Sir Real Cabernet Sauvignon	Chronic Cellars Spritz & Giggles Sparkling	Chronic Cellars Suite Petite Petite Sirah	Chronic Cellars Pink Pedals Rosé	Chronic Cellars Sofa King Bueno Red Blend	Chronic Cellars Dead Nuts Red Blend

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	