

OUR DAILY WINES



BRAND OVERVIEW

From the heart of California wine country, Our Daily Wines reflects a back-to-nature approach with wines made from 100% organically-grown grapes. Vegan-friendly and preservative- and gluten-free, Our Daily Wines offers great-tasting, classic varietals made with the vision of preserving and enhancing the environment in which our families live and work.

KEY SELLING POINTS

- Our Daily is the #1 USDA Organic wine brand*
- No Added Sulfites, USDA Organic, Vegan, & Gluten Free
- USDA Organic since 1989, celebrating over 30 years as an organic wine leader



WINE STYLE

Lighter-medium style, fruit forward, pure, aromatic wines.

USDA ORGANIC

There is a significant difference between wines made with organic grapes and those that are USDA Organic Certified. The former means that the wines are produced with certified organically-grown grapes, but being USDA Organic means that in addition to utilizing organic grapes, the wines are produced in a certified organic winemaking facility. In addition, any ingredient used to make the wine – including yeast – is certified organic. At Our Daily Wines, we take that important extra step to ensure that from grape to glass, our wines are grown and crafted with no chemical inputs and no added preservatives.

WINEMAKER

Juan Cerna oversees our Organic wine production with both creativity and a high level of technical skill. He is a native Californian with roots in the Salinas Valley. After graduating from UC Santa Cruz with a degree in Molecular and Cellular Biology he found his passion for winemaking while working at Canandaigua Wine Company in Gonzales back in 1997. He honed his winemaking skills under the tutelage of some top winemakers at Monterey Wine Co., Bronco in Napa, ASV and most recently at Oak Ridge Winery.

SOURCE: IRI MULOC (Multi-Outlet and Convenience), latest 52 weeks ending 12.4.22



PRICING & BRAND STANDARDS

OUR DAILY WINES		PRODUCT/VARIETAL					
		Red Blend	Cabernet Sauvignon	Chardonnay	Albariño	Red Blend 1.5L Bag in Box	Cabernet Sauvignon 1.5L Bag in Box
							
BRAND STANDARDS	APPELLATION	California					
	KEY COMPETITORS	Frey, Bonterra, Natura and Avaline				N/A	N/A
PRICING STANDARDS	FRONTLINE/ SRP	\$10.99				\$18.99	
	PROMOTED/ EVERYDAY	\$9.99				\$17.99	
	DEEP	\$8.99				\$16.99	
	BTG	N/A	N/A	N/A	N/A	\$6.00	
	WINELIST	N/A	N/A	N/A	N/A	N/A	N/A
	WINE LIST GUIDELINES	N/A	N/A	N/A	N/A	N/A	N/A

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*		

*Vegan, vegetarian, farm to table and health-conscious restaurants