

## BRAND OVERVIEW

Reata comes from the Spanish word for lariat and lasso. The lasso honors the rich ranching tradition in California and our winemaking philosophy. Just as lassos are woven, our Reata wines are woven together through sourcing from exceptional vineyards.

## WINE STYLE

Our wines are celebrated for being expressive and layered with a soft, elegant texture, bright acidity, and heightened, complex aromatics.

## KEY SELLING POINTS

- Beautifully crafted wines from California's most celebrated cool-climate coastal region
- Year after year, vintage after vintage of incredible accolades and awards

## ACCOLADES

### CHARDONNAY

- v2021 92pts, Wine Spectator, *April 2023*
- v2021 90pts, Best Buy/Wine Enthusiast, *February 2023*
- v2019 91pts, Wine Spectator
- v2018 90pts, Best Buy/Wine Spectator, Top 100 of Wines of 2020
- v2017 92pts, Robert Parker
- v2017 91pts, James Suckling
- v2016 90pts, Wine Enthusiast

### PINOT NOIR

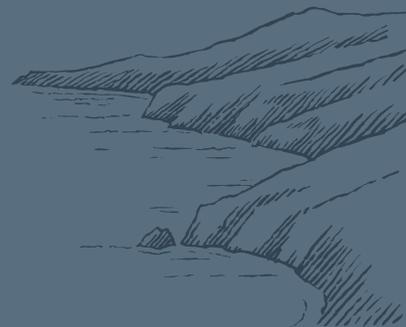
- v2020 90pts, Best Buy/Wine Enthusiast

## TREASURES OF THE *California Coast*



REATAWINES.COM

# BRAND STANDARDS



REATA	PRODUCT/VARIETAL	
	Pinot Noir	Chardonnay
		
APPELLATION	Three County	Sonoma Coast
KEY COMPETITORS	Raeburn, La Crema, Sonoma Cutrer	
MERCHANDISING STANDARDS	Merchandise individually in Chardonnay and Pinot Noir varietal sets	
SHELF STANDARDS	Shelf with other varietals, adjacent to Sonoma Cutrer for Chardonnay, La Crema for Pinot Noir	
DISPLAY STANDARDS	50/50 between Chardonnay and Pinot Noir	
COLD BOX	Chardonnay	
CHANNEL STRATEGY	60% off premise, focus on fine wine and independent liquor - 40% on premise	
PROMOTIONAL TOOLS	Visit <a href="http://trade.wxbrands.com">trade.wxbrands.com</a> or contact your WX Brands sales person	