

BREAD & BUTTER

w i n e s



LIFE IS COMPLICATED.
PICKING A WINE
SHOULDN'T BE.

DON'T OVERTHINK IT.

BRAND OVERVIEW

We believe good things in life shouldn't be complicated. Good things should just be good, honest, and simple. And the same goes for our wine. Bread & Butter Wines unlock the simplicity that people crave in life. Simply enjoyable flavors made for simple moments in a complex world. A bottle of Bread & Butter is the opportunity to take a breath, let your shoulders drop, and refresh your mindset. It's really quite simple... Don't Overthink It.

WINE STYLE

Straightforward wines made in classically styled, varietally accurate way.

Our wines are fruit-forward, backward and in the middle. Expertly sourced throughout California, each wine delivers the consistent style from vintage-to-vintage.

Good. Honest. Uncomplicated

Bread & Butter prides itself on delivering consistency in wine style, with wines created to be approachable and easy-drinking. The wines themselves are complex and layered, but delivered in a way that evokes simplicity. As our Award-Winning Winemaker Linda Trotta says, "A good wine is a wine you like," and it doesn't need to be any more complicated than that.



Key Selling Points

- #2 Fastest Growing Top 25 Wine Brand (+18% vs. LY, Circana Total US MULO, L52W through 4/4/2023, Super Premium Segment)
- #1 Pinot Noir in the Super Premium Segment (+11.4% vs. LY, Circana Total US MULO, L52W through 4/4/2023)
- Winemaking led by the award-winning 30 year veteran Director of Winemaking Linda Trotta

5X WINNER (2018 - 2022)



REDS						
APPELLATION	California				Napa Valley	Russian River Valley
BREAD & BUTTER	Pinot	Red Blend	Cabernet Sauvignon	Merlot	Reserve Cabernet Sauvignon	Reserve Pinot Noir
						
3 WORD DESCRIPTOR	FRUIT-FORWARD. DELICIOUS. SMOOTH.	BALANCED. VELVETY. INDULGENT.	RIPE. LUSCIOUS. BOLD.	RICH. SOFT. DECADENT.	CONFIDENT. SAVORY. MEMORABLE.	ALLURING. SILKY. MEMORABLE.
WHITES						
APPELLATION	California				Russian River Valley	Italy
BREAD & BUTTER	Chardonnay	Sauvignon Blanc	Pinot Grigio	Rosé	Reserve Chardonnay	Prosecco
						
3 WORD DESCRIPTOR	LUSH. BALANCED. CREAMY.	REFRESHING. ZESTY. LIVELY.	CRISP. SHINING. PRETTY.	BRIGHT. FRESH. JUICY.	RICH. VIBRANT. MEMORABLE.	SHIMMERING. BRIGHT. DELICATE.
KEY COMPETITORS	J.Lohr, Joel Gott, Josh Cellars, Coppola, Chateau Ste. Michelle					
SHELF STANDARDS	Brand Set - Equal footprint to Josh, colorbreak, Varietal Set - adjacent to Josh / J Lohr / Gott					
DISPLAY STANDARDS	75% Core 3 (Chardonnay, Pinot Noir, Cabernet Sauvignon), 25% innovation SKU's					
COLD BOX	Chardonnay, Sauvignon Blanc, Pinot Grigio, Prosecco					
CHANNEL STRATEGY	Off Premise with a focus on Chain Grocery and Mass, On Premise with a focus on BTG in casual dining					
PROMOTIONAL TOOLS	Visit trade.wxbrands.com or contact your WX Brands sales person					