

BREAD & BUTTER DON'T OVERTHINK IT.

At Bread & Butter, we believe good things shouldn't be complicated. Good things should just be Good. Honest. Simple. And the same goes for our wine.

Priority Channels - BTG \$8 to \$11

- Casual Plus / Upscale Casual Dining
- Country Clubs
- Mainstream Lodging

Priority Varietals

- Pinot Noir - top selling PN \$12- \$15
- Cabernet Sauvignon
- Chardonnay
- Sauvignon Blanc

Reserve Priority Channels - BTG \$19 to \$24. BTB \$60

- Fine Dining
- Country Clubs
- Luxury Lodging

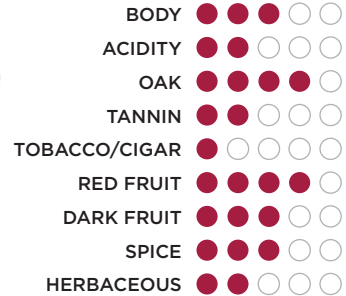
PINOT NOIR



RED BLEND



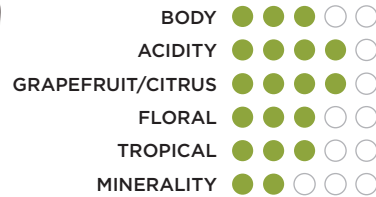
MERLOT



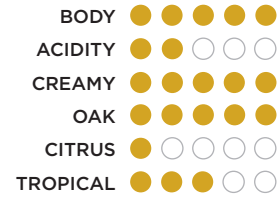
CABERNET SAUVIGNON



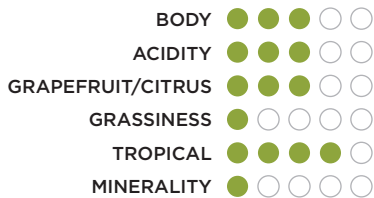
PINOT GRIGIO



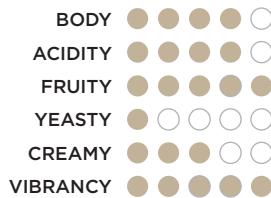
CHARDONNAY



SAUVIGNON BLANC



PROSECCO



RESERVE PINOT NOIR



RESERVE CABERNET SAUVIGNON



CHRONIC CELLARS WINES WITH CHARACTER FROM PASO ROBLES

Committed to making seriously good wine for people looking for a little dose of adventure. Our disruptive style is matched only by the killer quality of our wines, made with character to match our clever and playful labels.

Priority Channels - BTG Focused \$9 to \$12

- Gastropub / Craft
- Neighborhood to Nightlife
- Steakhouse BTG

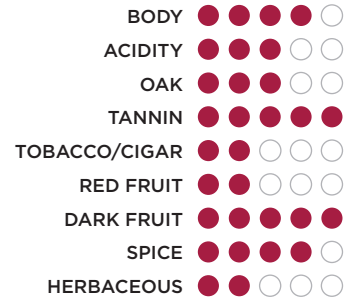
PURPLE PARADISE



SOFA KING BUENO



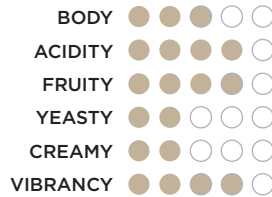
SUITE PETITE



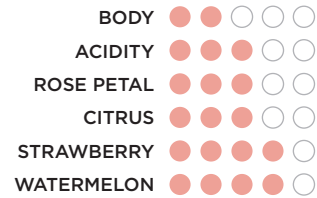
SIR REAL



SPRITZ & GIGGLES



PINK PEDALS



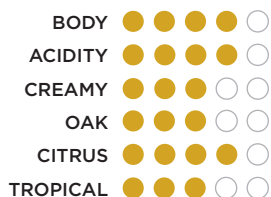
REATA

Reata comes from the Spanish word for lariat and lasso. The lasso honors our winery's ranching tradition and our winemaking philosophy.

Priority Channels - BTG / BTB

- Fine Dining / Upscale Lodging
- Country Clubs
- Target on premise establishments that are looking for unique 90+ point wines

CHARDONNAY



PINOT NOIR

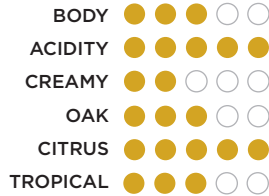


BAILEYANA THE DEFINITIVE EXPRESSION OF THE EDNA VALLEY

Priority Channels - BTG Focused \$12 to \$15

- Upscale and Fine Dining - BTG
- Lodging
- Country Clubs

CHARDONNAY



PINOT NOIR

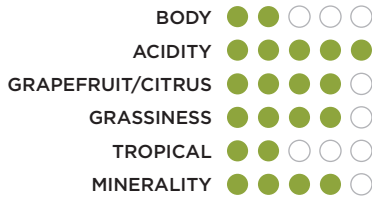


TANGENT DEPART FROM THE ORDINARY

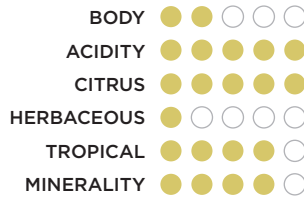
Priority Channels - BTG \$8 to \$11

- Casual Plus / Upscale Casual Dining
- Country Clubs
- Mainstream Lodging

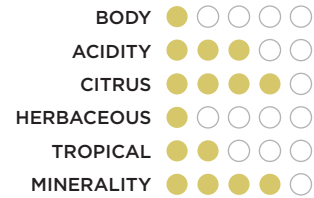
SAUVIGNON BLANC



ALBARIÑO



PINOT GRIS

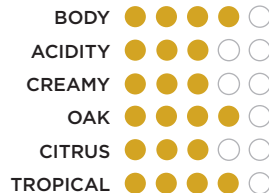


TRUE MYTH *Power of Belief*

Priority Channels - BTG Focused \$10 to \$14

- Upscale Casual
- Country Clubs / Catering / Lodging
- Available in Kegs

CHARDONNAY



CABERNET SAUVIGNON

