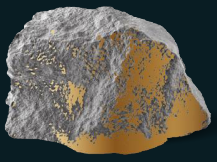
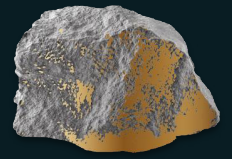


Introducing



THE ICON ROCK



The Icon Rock was crafted in collaboration with Grupo Peñaflor and RNDC to create a one-of-a-kind offering, where the price-to-value relationship perfectly caters to the needs of our customers and consumers. Through our global partnerships, we will surpass even the highest consumer expectations while also maintaining affordability.

ABOUT

The Icon Rock plays a crucial role in the creation of vineyards and to the world's most revered wines. Transformed over centuries into fertile soil, The Icon Rock nurtures grapes that carry an echo of their stony origins. These grapes, when crafted into wine, present a unique profile - a direct result of the soil's character. Each bottle of wine is a chapter of the vineyard's story, with The Icon Rock serving as the common thread.



A brand that offers a one-of-a-kind experience through wines crafted from around the world.

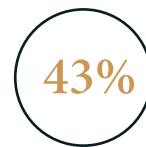
INSIGHTS

Consumers are interested in exploring different styles of wines



of U.S. wine drinkers are interested in trying **wines from different regions**

The % of consumers specifically mentioning **grape varietals** that they would like to try from **other countries** are:



Cabernet Sauvignon



Chardonnay



Sauvignon Blanc

EVERYDAY WINES



90
PTS.
JAMES SICKLING.COM

**Cabernet Sauvignon
Mendoza, Argentina**

Juicy and pretty fruit-expressive Cabernet Sauvignon with some blackberries and mulberries on the nose. Medium-bodied on the palate with firm, chewy tannins and a fruity, medium length finish.



91
PTS.
JAMES SICKLING.COM

Red Blend - Mendoza, Argentina

A juicy and fresh blend of syrah, cabernet sauvignon and malbec that displays a mixture of black and red fruit with a twist of spice. Convincing, sappy fruit and some nicely chewy tannins.



89
PTS.
JAMES SICKLING.COM

**Sauvignon Blanc
Aconcagua Valley, Chile**

This Sauvignon Blanc greets with aromas of gooseberries and key lime. Crisp and refreshing on the palate, the wine leaves a lasting impression with vibrant acidity and a concise finish.



90
PTS.
JAMES SICKLING.COM

Chardonnay - Mendoza, Argentina

Aromas of lemon zest and almond intermingle with a dry, medium-bodied palate, culminating in delicate hints of nectarines and marzipan.

SIGNATURE WINES



91
PTS.
JAMES SICKLING.COM

**Cabernet Sauvignon
Uco Valley, Mendoza, Argentina**

This Cabernet Sauvignon is a fusion of red and black fruits on the nose, accented by gentle spices. The rich yet balanced wine offers a juicy, chewy palate, characterized by a medium body and firm, integrated tannins.



91
PTS.
JAMES SICKLING.COM

**Red Blend
Uco Valley, Mendoza, Argentina**

This Red Blend boasts an abundance of black fruit on the nose, accentuated by subtle sweet spice and cocoa bean notes. The wine is juicy and richly textured on the fresh, full-bodied palate, supported by firm tannins.



91
PTS.
JAMES SICKLING.COM

**Sauvignon Blanc
Marlborough, New Zealand**

This Sauvignon Blanc exudes enticing aromas of guava, green apple, and a whisper of passion fruit. This straightforward wine is simultaneously bone-dry and rounded on the palate, offering a refreshing experience.



92
PTS.
JAMES SICKLING.COM

**Chardonnay
Uco Valley, Mendoza, Argentina**

This Chardonnay benefits from calcium carbonate-rich soils, which contribute to its creamy character, mingling white almond with lime and brioche notes. The palate is round and delightfully flavorful, presenting a fresh fusion of creamy white stone fruit and citrus.

SINGLE VINEYARD - March 2024



93
PTS.
JAMES SICKLING.COM

**Cabernet Sauvignon - Single Vineyard
Uco Valley, Mendoza, Argentina**

An exceptionally well-crafted Cabernet Sauvignon, with hints of violets on the nose and a palate rich in black and blue fruits, complemented by notes of dark chocolate.



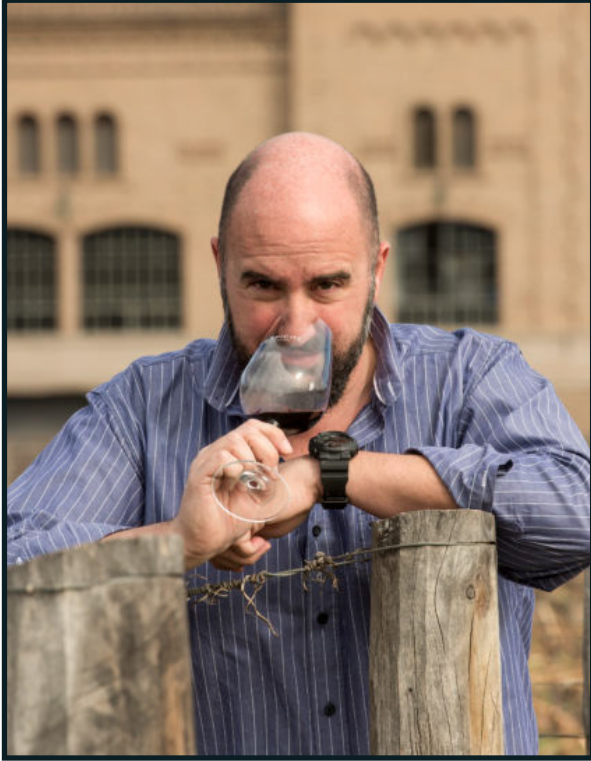
93
PTS.
JAMES SICKLING.COM

**Chardonnay - Single Vineyard
Uco Valley, Mendoza, Argentina**

This Chardonnay has a creamy, silky texture with notes of lemon, green pineapple, and mineral, a fresh and round palate, and a long, flavorful finish.



GRUPO PEÑAFLO
LEADING ARGENTINE WINERIES



Sergio Casé

Sergio Casé has been with Grupo Peñaflor since 2000. As the fourth generation of a winemaking family, he took his first foray into wine alongside his father at the age of 13, producing sparkling wines in a winery located in Mendoza province. Motivated by his passion for wines, he studied to become a winemaker and took many courses related to viticulture and oenology. His professional career has included various international experiences in the most prestigious winemaking regions like Pomerol, Bordeaux, Champagne, Châteauneuf du Pape, and Languedoc Roussillon in France; Tuscany in Italy; and Napa Valley in the United States. After years of hard work, Sergio and his team have achieved important international recognitions.



Johnson Scutt

Part winemaker, part adventurer Johnson Scutt has made wine from over 11 different countries, including Spain, Italy, Hungary and Cyprus. Originally from New Zealand, Scutt grew up on his family's winemaking estate, which ignited his passion to pursue wine. He earned his Wine Science degree and worked for several years in Australia before setting out to travel the world. This adventure included double harvests each year, flying from the southern hemisphere to the northern hemisphere to make wine. Finally, he settled in the UK to work with European wines. In 2004, he joined WX as the Director of Sourcing, first for Europe and now for the Southern Hemisphere. Scutt is devoted to finding and delivering honest varietal expression for the best value. He currently lives in New Zealand with his wife, kids and two Catalan cats.