





GEYSER PEAK  
WINERY

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CABERNET SAUVIGNON | 2017

RICH. FULL. DISTINCTIVE.  
BLACK FRUIT FLAVORS WITH HINTS OF DARK CHOCOLATE.

CALIFORNIA



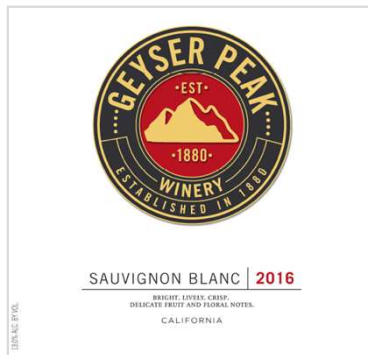
SAUVIGNON BLANC | 2017

BRIGHT. LIVELY. CRISP.  
DELICATE FRUIT AND FLORAL NOTES.

CALIFORNIA



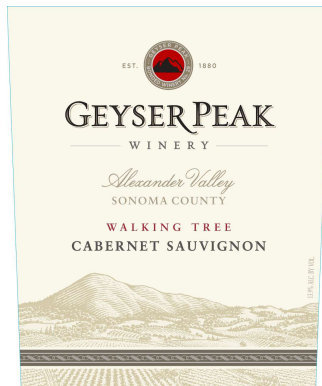
# Geyser Peak



From special occasion to everyday wines, Geyser Peak offers wine lovers something to rejoice about. Whether the casual wine enthusiast or the proud connoisseur, Geyser Peak wines give everyone a reason to celebrate any day.

**California Tier:** Wines sourced from various locations in California - California appellation

**Appellation Tier:** These wines express the complexities of site-specific winemaking in select appellations throughout Sonoma County, namely the Russian River Valley and Alexander Valley.



Recipient of *Wine & Spirits* “**Winery of the Year**” an unprecedented nine times and awarded “**Sonoma Winery of the Year**” at the 2018 New York International Wine Competition.





# Core/California Tier



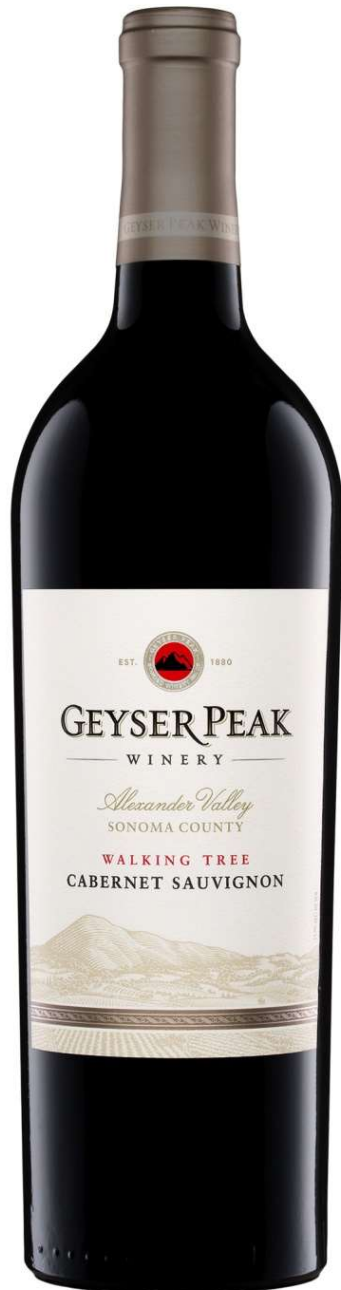
Sourced from various locations in California, these wines show clear varietal identity and are accessible to both new and experienced wine drinkers. They offer easy drinking, fruit-focused flavors and mellow oak, blending sources from a diversity of microclimates to ensure the multi-layered flavor profile.

Designed for more immediate consumption, varietals are best enjoyed in the first 18 months after release.

**Varietals:** Pinot Grigio, Sauvignon Blanc, Chardonnay & Cabernet Sauvignon.



# Appellation Tier



Regional identity, vibrant, luscious and textured. The Appellation series celebrates the unique microclimates of Sonoma County and focuses on the expression of each varietal/blend from within a more focused locale. The wines speak to our winemaker's stylistic techniques and the locale where they are grown, offering the consumer an elevated Geyser Peak Winery experience.

## **Varietals:**

Walking Tree Cabernet Sauvignon, Alexander Valley



# Geyser Peak Winery



## Brand Positioning

- Founded in 1880 as California's 29th bonded winery, Geyser Peak has been at the forefront of quality wine production since its earliest days. Originally located perched on a hillside across from Geyser Peak Mountain, it commanded a view of the thermal steam clouds that billowed from the mountain summit. Here, in this special place, geothermal activity created the diverse soil profiles that make this region so exceptionally well suited to wine grape cultivation. Today, located in Dry Creek Valley, Geyser Peak's winemakers are carrying the winery's rich history forward and staking an exciting claim on the future.
- Specializing in aromatic whites and rich reds, wines are crafted in small lots and fermented separately, then blended together to achieve full expression, balance, and character. Each wine captures the essence of Sonoma and the appellation's unique terroir, offering sophistication and approachability, and taking us from casual days to connoisseur nights.

## Brand Values

- Heritage, Integrity, Sincerity, Reliable, Consistent, Timeless, Classy.

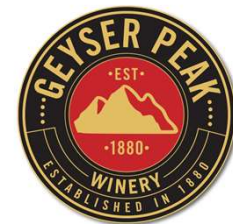
## Key Selling Points

- One of California's most highly awarded wineries and recipient of *Wine & Spirits* "**Winery of the Year**" an unprecedented nine times and awarded "**Sonoma Winery of the Year**" at the 2018 New York International Wine Competition.
- Founded in 1880 as California's 29<sup>th</sup> bonded winery, Geyser Peak boasts over 135 years of winemaking history in Sonoma County.
- Pioneer of single vineyard Sauvignon Blanc in the Russian River Valley.
- Trusted producer of consistent, quality wines that are fruit-forward, food-friendly, and approachable.



# Geyser Peak Winery

## Top 2018/2019 Accolades



### SONOMA WINERY OF THE YEAR

2018 New York International Wine Competition

### 91 POINTS

#### *Wine Enthusiast*

2013 Devil's Inkstand Cabernet Sauvignon

2013 Reserve Alexandre Meritage

#### *Wine & Spirits, Best US Cabernet Sauvignon*

2013 Walking Tree Cabernet Sauvignon

### 90 POINTS

#### *Wine Enthusiast*

2015 California Merlot, *Best Buy*

2014 Walking Tree Cabernet Sauvignon

2014 California Merlot, *Editor's Choice*

#### *Wine & Spirits, Best Buy*

2016 California Sauvignon Blanc

### 88 POINTS

#### *Wine & Spirits*

2014 California Cabernet Sauvignon

### BEST BUY/TOP WINES

#### *Wine Enthusiast*

2016 California Pinot Grigio

2016 California Sauvignon Blanc

### BEST BUY/TOP WINES

#### *Wine & Spirits*

*Year's Best US Chardonnays, Best Buy*

2015 California Chardonnay

*Top 100 Best Buy of 2018 & 2019*

2016 California Sauvignon Blanc

### DOUBLE GOLD

2019 San Francisco Chronicle Wine Competition

2015 Walking Tree Cabernet Sauvignon

### GOLD MEDAL & BEST OF CLASS

2018 Sonoma County Harvest Fair

2015 Walking Tree Cabernet Sauvignon

### GOLD MEDALS

2019 New York International Wine Competition

2015 Geyser Peak Winery Walking Tree Cabernet Sauvignon

2018 Geyser Peak Winery California Sauvignon Blanc

Blanc

2019 Press Democrat North Coast

Wine Challenge

96 pts - 2015 Walking Tree Cabernet Sauvignon

2019 San Francisco Chronicle Wine Competition

2017 River Ranches Sauvignon Blanc

### GOLD MEDALS

2018 Sonoma County Harvest Fair

2016 River Ranches Sauvignon Blanc

2018 New York International Wine Competition, 93 pts

2015 Walking Tree Cabernet Sauvignon

2018 Press Democrat:

North Coast Wine Challenge, 94 pts

2014 Walking Tree Cabernet Sauvignon

2018 TEXSOM International Wine Awards, Judges Selection

2016 River Ranches Sauvignon Blanc

2019 Rodeo Uncorked! International Wine Competition, Class Champion

2017 California Sauvignon Blanc

2018 Rodeo Uncorked! International Wine Competition, Class Champion

2013 Tectonic Red Blend

2018 Orange County Fair

Wine Competition

92pts - 2016 River Ranches Sauvignon Blanc

91pts - 2016 California Sauvignon

Blanc







# OUTLOT WINES



# Outlot

OUTLOT  
WINES



Outlot wines are a tribute to Sonoma's rich agricultural heritage. Named in tribute to the special area outside Healdsburg called the Magnolia Peninsula, where farmers fought to protect the land as agricultural, Outlot wines offer three distinct varietals priced within the fast growing premium category - a zesty Sauvignon Blanc, luscious Chardonnay, and sumptuous Cabernet Sauvignon.

**Varietals:**

Sauvignon Blanc, Chardonnay, Cabernet Sauvignon



# OUTLOT

WINES





# Outlot

OUTLOT  
WINES

## Brand Positioning

The 'Magnolia Peninsula', an area located just outside downtown Healdsburg, has a long and rich history filled with stories of great ranches and exclusive resorts. Famous for its rich soil, nurseries and orchards thrived here from the late 1800s, ultimately giving way to the vineyards that are abundant in the area today. Threatened by development in the early 1970s, farmers fought to protect the land, which to this day, remains agricultural. Outlot wines are a tribute to this very special area and rich agricultural heritage, capturing the spirit of the land and the sentiment of preservation.

## Portfolio Lineup

Rosé, Alexander Valley – NEW

Chardonnay, Sonoma County, Alexander Valley

Sauvignon Blanc, Sonoma County, Russian River Valley

Cabernet Sauvignon, Alexander Valley

## Recent Accolades

*Wine Enthusiast*, Editor's Choice 92pts - 2015 Outlot Cabernet Sauvignon, July 2019

*Wine Enthusiast*, 90pts - 2017 Outlot Sauvignon Blanc, April 2019

*Wine Enthusiast*, 90pts - 2014 Outlot Cabernet Sauvignon, June 2018

DOUBLE GOLD 97 pts - 2015 Outlot Cabernet Sauvignon  
2019 San Francisco International Wine Competition

GOLD 92 pts - 2018 Outlot Sauvignon Blanc  
2019 Sunset International Wine Competition

GOLD 90 pts - 2018 Outlot Sauvignon Blanc  
2019 Orange County Fair Commercial Wine Competition

GOLD 91 pts - 2015 Outlot Cabernet Sauvignon & GOLD 91 points - 2017 Outlot Sauvignon Blanc  
2019 San Diego Toast of the Coast

DOUBLE GOLD 95 pts - 2015 Outlot Chardonnay & GOLD 93 pts - 2016 Outlot Sauvignon Blanc  
2018 New York International Wine Competition

DOUBLE GOLD CLASS CHAMPION - 2015 Outlot Chardonnay  
2018 Rodeo Uncorked! International Wine Competition





XY  
ZIN



# XYZin



XYZin celebrates the pioneering spirit of California grape growing by focusing on the heritage grape Zinfandel. It is a versatile and unique grape with an aura about it that holds the rustic appeal of an easy-drinking informal wine. In crafting the wines, the winemaker works with vineyards of a variety of clones and training systems, with vines that range in age from 18 to 100+ years.

The XYZin range includes an Old Vine Zinfandel both crafted to capture the spectrum of fruit, spice, and candied flavors of this robust varietal.

**Varietals:** Old Vine Zinfandel



# XYZin



## Brand Positioning

XYZin celebrates the pioneering spirit of California grape growing by focusing on the heritage grape Zinfandel. It is a versatile and unique grape with an aura about it that holds the rustic appeal of an easy-drinking informal wine. In crafting the wines, the winemaker works with vineyards of a variety of clones and training systems, with vines that range in age from 18 to 100+ years.

## Portfolio Lineup

Old Vine Zinfandel

## Key Selling Points

- Premium grape sourcing with long term relationships with growers: Old Vine is sourced from premium Sonoma lots, Historic Solano plantings, Lake and Mendocino sites, and Lodi heritage vines.
- Heritage grape that captures the pioneering spirit of California grape growing.
- Holds the rustic appeal of easy-drinking, informal wine, versatile, and unique.
- Is a 'fun' varietal – has a certain aura about it and an enthusiastic following.
- Sophisticated, sleek label.
- Many of the vineyard sites are field blends with Carignane, Petite Sirah, Alicante Bouschet mixed in to the Zinfandel.

## Recent Accolades

*Wine Enthusiast, Editor's Choice, May 2019*

89pts - 2017 XYZin Old Vine Zinfandel

