

PINE RIDGE

CHENIN BLANC + VIOGNIER



INNOVATIVE HISTORY

In 1995, Pine Ridge created an experimental blend of two very different varieties, and we were thrilled to discover the delicious results.

The blend was originally sold in small quantities out of the tasting room in Napa, but as more people tried the blend, it became increasingly popular.

STELLAR REPUTATION

50 Affordable Wines You Can Always Trust

“Year in and year out, this is one of California’s top wine values.” *Ray Isle, Food & Wine*, July 11, 2017

Robert Parker’s Wine Advocate

Six 90-point scores over the last eight vintages reviewed:

- > Top 100 Wines of 2018, *Wine Enthusiast* & 90 points, Editor’s Choice, 2017 vintage
- > 90 points, Editor’s Choice, *Wine & Spirits*, 2017 vintage
- > Double Gold, *SF Chronicle Wine Competition*, 2017 vintage
- > 92 points, *James Suckling*, 2016 vintage
- > 90 points, *Tasting Panel*, 2016 vintage
- > “A consistent, big-time winner in the value sweepstakes,” August 27, 2015.

WHY CHOOSE CB+V?

Key Selling Points

- Focused sourcing with long-term growers.
- CB+V is an innovative, approachable, everyday wine with a slight off-dry style that is a perfect fit for targeted consumers.
- CB+V offers a unique choice in white wines.
- Food-friendly pairing with an array of foods and a perfect *apéritif*; great BTG or keg choice.
- Positioned for success, hits profitable white blend selling price.

Strong Trends

- Outpacing the Chenin Blanc Blend/Other White Blend \$11–\$15 category.*
- CB+V is growing in both value (+4.5%) and volume (+1.2%).*
- Ranked #1 in the \$11–\$15 CB Blend Category.*
- More 90-point scores from *Robert Parker’s Wine Advocate* than top 10 competitors in the category.

better
together

PINE RIDGE
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CB+V

FEATURES

- Draws on 40 year history of production under its parent brand Pine Ridge Vineyards.
- CB+V is ranked #1 in the \$11–\$15 Chenin Blanc Blend category.
- Six 90-point scores from *Robert Parker's Wine Advocate* and one of 50 Affordable Wines You Can Always Trust by *Food & Wine*.
- Wine quality shows consistency from year to year.

BENEFITS

- + A unique white blend that wins the trust of consumers.
- + Being #1 brand means easy sales for our customers and recognition by their consumers.
- + Consumers rely on independent critics to validate their choices. CB+V gives them that satisfaction.
- + High consumer satisfaction means more pull.

GROWING REGION

- Roughly 10 vineyard blocks from four long-term growers.
- Chenin Blanc grapes come from the Clarksburg appellation, referred to as the “Gem of the Delta,” which benefits from the maritime climate of the Sacramento River.
- Viognier thrives in the warm climate of Lodi, allowing us to produce an expressive, nuanced, and delicious wine.



ABOUT THE WINE

Winemaking

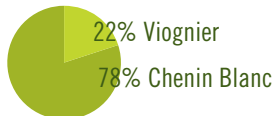
- > Grapes were picked at night to retain aromatics.
- > Chenin Blanc harvested at low sugar levels to ensure bright fruit character and low alcohol in the finished wine; Viognier picked at 24° Brix to capture floral and spicy nuances along with viscosity.
- > Press wine is blended with free-run juice to increase palate weight.
- > Inoculated with two special yeast strains to maintain fruitiness.
- > No malolactic fermentation.
- > 100 percent stainless steel tanks preserve the wine's bright acidity.

Aromas and Flavors

- > Crisp, bright, and vivacious.
- > A bouquet of orange blossom, honeysuckle, tropical fruit, and citrus.
- > The refreshing palate reveals crisp citrus, luscious flavors of stone fruits, and exotic tropical flavors.
- > Flint minerality and balanced acidity carry through the clean, lingering finish.



California Appellation



Varieties

12.5%

Alcohol By Vol



SRP \$16



Release Date