

HIGHLANDS FORTY ONE

KEY SELLING POINTS

- Made from 100% estate grown fruit
- Vineyards and winery are Certified Sustainable with CSWA
- Sales in current markets are up 80% YOY
- +80% in current markets*



ABOUT THIS BRAND

Highlands 41 is more than a wine, within each bottle you will discover the thrill of exploration and the spirit of adventure. Named after historic Highway 41 and the rugged Creston Highlands, Highlands 41 is the embodiment of the energy and excitement you get from breaking out and taking the road less travelled. Proudly rooted in Paso Robles, our wines embody the pioneer spirit that founded the area and the amazing undiscovered flavors that can be found here.

THE WINEMAKING

With over 60 years of combined experience, our winemaking team is comprised of Anthony Riboli, Arnaud Debons, and Ben Mayo. Highlands 41 wines are fermented and aged in our state-of-the-art winery. In addition to being a best in class wine making facility, our winery is also a pillar of sustainability with 100% of the needed electricity provided by solar panels, and wastewater being reclaimed and recycled.

SUSTAINABILITY

Millions of years ago, the Highlands 41 vineyards were submerged under an ancient sea. Fast forward millions of years, the seas have receded leaving behind limestone-rich soils which provide ideal conditions for vineyards. At Highlands 41 sustainability and maintaining these unique soils are our top priority and of our vineyards are certified sustainable by CSWA.



*Nielsen 26 WE 1.26.21 \$ Vol Growth

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BRAND PORTFOLIO

CABERNET SAUVIGNON CHARDONNAY BLACK GRANITE PINOT NOIR

BRAND STANDARDS

Appellation	Paso Robles	Monterey	Paso Robles	Monterey
Key Competitors	Justin	Hahn	Hahn	Hahn
	Daou	Mer Soleil	Mer Soleil	Carmel Road
	J.Lohr Hilltop	Morgan	Morgan	Sean Minor
	Austin Hope	La Crema	La Crema	Chloe

PRICING STANDARDS

Frontline/SRP	\$13.99	\$11.99	\$13.99	\$13.99
Promoted/ Everyday	\$xx.xx	\$xx.xx	\$xx.xx	\$xx.xx
DEEP	\$xx.xx	\$xx.xx	\$xx.xx	\$xx.xx
BTG	\$xx.xx	\$xx.xx	\$xx.xx	\$xx.xx
WineList	\$xx.xx	\$xx.xx	\$xx.xx	\$xx.xx
Wine List Guidelines	Highlands 41 Cabernet Sauvignon	Highlands 41 Chardonnay	Highlands 41 Darkness	Highlands 41 Pinot Noir