

CHARLES WOODSON'S
INTERCEPT
WINES

CALIFORNIA

BRAND POSITIONING

World Class Paso Robles wines from NFL Legend Charles Woodson, crafted to be accessible to all.

CONSUMER TARGET

- M/F 30+, BIPOC cultural creators
- Relatively new to wine, frequent social drinkers, wine as status symbol



ABOUT THE WINEMAKER



Amanda Gorter
Intercept Director
of Winemaking

PORTFOLIO LINE-UP



Cabernet
Sauvignon



Chardonnay



Pinot Noir



Red Blend



Sparkling Cremant de
Bourgogne

ABOUT CHARLES WOODSON



A disruptor in every sense of the word, Charles Woodson's journey is one of a kind.

- NFL 1st ballot Hall of Famer
- 18yr NFL career, only defensive player to ever win the Heisman
- Active anchor for FOX Sports, avid golfer & businessman.
- Created the Charles Woodson & O'Neill Family Wine Scholarship Program



CAL POLY
College of Agriculture, Food & Environmental Sciences

SONOMA STATE
UNIVERSITY

Originally from the Central Valley and raised in a third-generation California agricultural family, Amanda studied Biology and Winemaking at UC Davis before settling in Paso Robles.

Amanda collaborates with Charles to ensure each wine compliments his stylistic preferences; balanced Chardonnay, medium-bodied Pinot Noir, a Cab with approachable tannins, and Red Blends with a long, lingering finish. Together, Amanda and Charles deliver wines that are bold and expressive - while being authentic to the places they are from.

BRAND STORY

When Charles Woodson was drafted by the Raider's in 1998, he attended their spring training camp up in Napa Valley. It was there that he saw people swirling and sniffing glasses at lunch, bringing their own bottles to dinner, talking about their collections.

He became enamored by this new world he'd never seen before. Over the course of his journey into wine, Charles realized that what he wanted most was to find a way to share the joy of wine with people who, like him, hadn't had the opportunity to be exposed to it and educated on it.

Charles created Intercept to bring accessible, world class wines to his fans and help usher them into the world of wine. Many celebrities put their names on things to feed their egos. Charles' name is on the wine so his fans know they can trust it, because he always delivers in everything he does. This brand is all about intercepting and changing how people look at wine (plus Charles was known for his ability to Intercept), hence the name INTERCEPT.

BRAND/PRODUCT HIGHLIGHTS

- NFL Hall of Famer Charles Woodson created Intercept Wines to bring accessible, world class wines to his fans and help usher them into the world of wine
- Grapes sourced from premier, certified sustainable vineyards in Paso Robles and Monterey AVAs and crafted in a certified sustainable winery.
- Winemaker Amanda Gorter masterfully crafts Intercept's award-winning wines to showcase the quality and complexity of the Paso Robles region. All varietals received 90+ scores-

SUSTAINABLY PRODUCED • BLACK OWNED BRAND • GLUTEN FREE •

90
PTS



Wine Spectator
Top 100 Wines of 2022

**DOUBLE
GOLD**



**SAN FRANCISCO
INT'L WINE
COMPETITION**

LEADER IN SUSTAINABILITY

