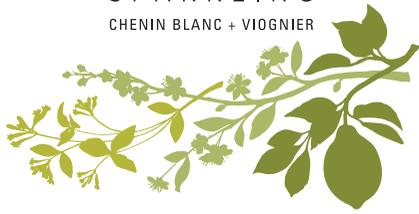


# PINE RIDGE

SPARKLING  
CHENIN BLANC + VIOGNIER



## PRODUCT SPECS

- Bottle Size: 750ml • Bottles per Case: 12
- UPC: 000579000029
- SKU Code: CBSPCBNVB
- Shipper Dimensions 15"L x 11"W x 13"H
- Case Weight: 46 lbs
- Cases per Tier: 11 • Tiers per Pallet: 5
- Cases per Pallet: 55
- SCC: 10000579000026
- Appellation: California (Clarksburg and Lodi)
- Varieties: 96% Chenin Blanc + 4% Viognier
- Alcohol: 12.5%
- SRP: \$17.99
- Channels:
  - Off-premise grocery and independents;
  - On-premise BTG or BTB casual dining, wine bars

## CHENIN BLANC + VIOGNIER—INNOVATIVE HISTORY

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

Pine Ridge Chenin Blanc + Viognier—an exceptional brand with an impressive history of popularity—is proud to launch its newest wine for its 25th Anniversary: Pine Ridge Sparkling Chenin Blanc + Viognier.

## WHY US?

As the category leader in white blends in the \$11–\$14 price tier, Pine Ridge CB+V is a trusted and recognized wine. We excel at crafting approachable, everyday drinking wines. Sparkling Chenin Blanc + Viognier, with its crisp, bright style, is the perfect fit for our target consumer.

## WHY NOW?

Sparkling wine is one of the fastest-growing trends showing continued growth over the last 4–5 years. Our Sparkling Chenin Blanc + Viognier is made in the same fresh style as prosecco. This sparkling wine perfectly complements our CB+V still wine.

## STELLAR REPUTATION OF THE PINE RIDGE CB+V

50 Affordable Wines You Can Always Trust—"We've assembled a list of 50 of the world's most reliable, inexpensive wines—bottles that offer amazing quality." Ray Isle, *Food & Wine*, July 11, 2017

*Robert Parker's Wine Advocate* Six 90-point scores over the last eight vintages reviewed.

## OPPORTUNITY/STRONG TRENDS

- Ranked #1 in the \$11–\$15 White Blend Category.<sup>1</sup>
- Moves on the shelf. Trusted and reliable brand keeps consumers coming back to the shelf.
- 53% of sparkling wine drinkers consume the beverage once a week or more.<sup>2</sup>
- 16% of alcohol consumers purchase sparkling wine.<sup>2</sup>

## KEY SELLING POINTS

- Builds on the success of Chenin Blanc + Viognier, the perfect style for sparkling wine.
- Made with intention – Chenin Blanc picked earlier to deliver bright crisp notes. Viognier added in dosage to bring a pop of flavor and color.
- Recognized parent brand, Pine Ridge Vineyards. Reputation lends credibility to wine quality.
- Pine Ridge Sparkling Chenin Blanc + Viognier is positioned for success.
- The Sparkling CB+V hits the profitable selling price and is priced for easy merchandising with the still wine.
- Food-friendly pairing with an array of foods and a perfect apéritif; great BTG choice.
- Excellent value and quality.

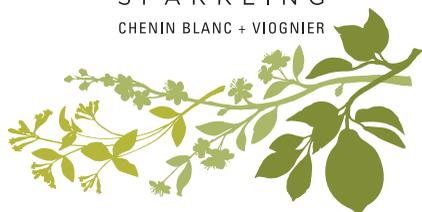
Source 1: IRI Total US 52 weeks ending 12.25.20 White Blends \$11-\$14.99

Source 2: Scarborough Market/Release: Multi-Market 2020 release

# PINE RIDGE

SPARKLING

CHENIN BLANC + VIOGNIER



## WINEMAKER

CB+V Winemaker Colleen FitzGerald leads the Chenin Blanc + Viognier program. Colleen started as enologist at Pine Ridge Vineyards in 2015, after having worked as an intern at Pine Ridge Vineyards as well as in Paso Robles and New Zealand.

## BRAND FEATURES

- Pine Ridge Chenin Blanc + Viognier is the leader in the \$11–\$14 white blend category.
- Pine Ridge is the original CB+V blend.
- Pine Ridge Sparkling Chenin Blanc + Viognier is made using the Charmat method, the same method used for producing Prosecco.

## BRAND BENEFITS

- When consumers are looking for a versatile white blend they can trust, they buy CB+V.
- Consumers believe in the authenticity of Pine Ridge CB+V.
- Style and freshness appeals to consumers looking for a quaffable, high-quality bubbly.

## TARGET CONSUMER

Female 25–45

## CONSUMER INSIGHT

I enjoy a light, refreshing sparkling wine that can be consumed year-round.

## SOURCING AND WINEMAKING

- Sparkling wine is made using 100 percent Chenin Blanc for the base wine.
- The Chenin Blanc grapes maintain high acidity throughout the growing season and were harvested at low sugar levels to ensure bright fruit character.
- The free run juice was fermented cold in 100 percent stainless steel to retain and highlight the fresh fruit typical in the still wine version.
- Crafted in the charmat (tank) method to complete the sparkling process, ensuring fresh, primary aromas and flavors.
- In contrast, the Viognier from Lodi was picked at 24° Brix to capture the floral and spicy nature as well as the viscosity. A small percentage of Viognier was added in the dosage to provide a pop of stone fruit along with floral and fresh aromas to the final blend.

## TASTING NOTES

Crisp, bright, and vivacious, Sparkling CB+V is an aromatic wine boasting a bouquet of pear, green apple, and honeydew melon complemented by lime, nectarine, lemongrass, and apricot. The entry is bright and fresh, exhibiting flavors of green apples, lemon, lime, and lychee. The wine has beautifully balanced, crisp acidity, with a refreshing and slightly creamy note on the midpalate. The fine bubbles lift the aromas and flavors and carry them to the finish.

## FOOD PAIRINGS

This sparkling wine pairs well with a number of dishes, from appetizers to light salads to seafood, and most notably with foods that have a hint of spiciness—its subtle sweetness provides balance alongside a touch of heat. It's the perfect pour for the start of an evening with appetizers such as goat cheese, stuffed mushrooms, toasted almonds, even potato chips. Also try this wine with a flavorful Thai curry, fried chicken, quiche, or ham and brie sandwiches.

