

2026 On-Premise Merchandising Standards



2026 OP Scorecard Priority Brands

1	Meiomi
2	Silver Gate
3	Woodbridge
4	Chloe
5	Archetype
6	Unknown Author
7	Benziger Running Wild
8	RMPS
9	Cupcake
10	Simi

TWG Distributor Standards

1. Meiomi PN BTG in ALL Accounts
2. Minimum 1 Red & 1 White BTG
3. Grow Chloe Pinot Grigio to #1 OP PG
4. Own House/Banquet Pour with Silver Gate (#1 House Wine brand in US)
5. Own Cooking Wine with FRANZIA!

2026 On-Premise Priority Calendar

	Jan / Feb	Mar / Apr	May / June	July / Aug	Sept / Oct	Nov / Dec
Nat'l Focus						
Key Holiday Moments/ Themes	Valentine's Day Dry January	Mother's Day International Women's Month	Mimosa Month Mother's Day Father's Day Graduation	Summertime <u>Meiomi</u> Summer After Moments	Fall for Cab (RMPS) <u>Meiomi</u> Cozy Fall Moments	Holiday Giving Sparkling Season
Programming	Valentine's Wine Cocktail Features Zebra Striping	Women in Wine Sustainable Sips with Pollinator Partnership	Mimosa Month with Giving Kitchen	Spritz Summer "Pours for Pups" with Save Them All	Chloe Cares Bourbon Month	Club Noir Giving Kitchen
Support Tools	<i>Chloe NA \$3 Off/Glass Digital Offer</i> <i>Valentine Wine Cocktail Recipes</i>	<i>WOW feature</i> <i>Sustainable Sips</i>	<i>Promotional tools to support mimosa month</i>	<i>Spritz Recipes</i> <i>Promotional materials in support of Pours for Pups</i>	<i>Cooper & Thief Larceny wine cocktails & promo support</i> <u>Meiomi</u> Cozy Fall promo tools	<i>Club Noir promo items and local activation ideation</i> <i>Giving Kitchen</i>

2026 Channel Strategy One Pager: On Premise

Priorities



2026 TWG On-Premise Standards

- 1. Meiomi Pinot Noir BTG in all accounts
- 2. Minimum 1 Red & 1 White BTG in all accounts
- 3. Grow Chloe Pinot Grigio to #1 On-Premise PG BT
- 4. Own House/Banquet Pour with Silver Gate
(Silver Gate becomes #1 House Wine brand in US @ 400,000 cases)
- 5. Own Cooking Wine with FRANZIA!

Must Dos

- #1: Achieve / Exceed FY 2025 On-Premise Distributor Revenue Objective
 - Must Hit total OP Revenue Plan on OP Priority Brands. +2% National Goal
- #2: Stabilize & Grow Meiomi Pinot Noir in On-premise
- #3 Grow OP Exclusive Premium Brands Innovation
 - Achieve Archetype & Unknown Author Volume & POD Goals
- #4: Drive Distribution on TWG On-Premise Super-Premium SKU Priorities (6)
 - Meiomi Pinot Noir, Simi Chardonnay, Benziger Running Wild Chardonnay, Imagery Monterey Pinot Noir, Tribute Paso Robles Cabernet, Chloe Pinot Grigio

60 Day Focus Calendar

	Jan / Feb	Mar / Apr	May / June	July / Aug	Sept / Oct	Nov / Dec
Nat'l Focus	Meiomi Chloe Cupcake	Cupcake Benzinger Imagery	Silver Gate	Cupcake Meiomi	Chloe Robert Mondavi Private Selection Cooper & Thief x Larceny	TWG Sparkling Meiomi
Key Holiday Moments/ Themes	Valentine's Day Dry January	Mother's Day International Women's Month	Mimosa Month Mother's Day Father's Day Graduation	Summertime Meiomi Summer After Moments	Fall for Cab (RMPS) Meiomi Cozy Fall Moments	Holiday Giving Sparkling Season
Programming	Valentine's Wine Cocktail Features Zebra Stripping	Women in Wine Sustainable Sips with Pollinator Partnership	Mimosa Month with Giving Kitchen	Spritz Summer "Pours for Pups" with Save Them All	Chloe Cares Bourbon Month	Club Noir Giving Kitchen
Support Tools	Chloe NA \$3 Off/Glass Digital Offer Valentine Wine Cocktail Recipes	WOW feature Sustainable Sips	Promotional tools to support mimosa month	Spritz Recipes Promotional materials in support of Pours for Pups	Cooper & Thief Larceny wine cocktails & promo support Meiomi Cozy Fall promo tools	Club Noir promo items and local activation ideation Giving Kitchen

On-Premise Tactics

Portfolio: Expand Halo Ultra-Premium OP Only Premium SKUs Innovation	New Revenue Streams: Brunch & Concessions Lodging & Transportation Regional Chains	SGWS Execution: Compliance Force Multiplier Wholesaler Leadership
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2026 On-Premise Sub Channel Priorities

	Fine Dining	Casual Dining	Catering	Concessions
Meiomi				Half Bottles
Silver Gate				200mL Bottles
Woodbridge				250ml PET Cans
Chloe				187mL Bottles
Archetype				
Unknown Author				
Benziger Running Wild				
RMPS				
Cupcake				187mL Bottles
Simi				Half Bottles Simi & Imagery

Grey = Priority

New brands broaden TWG presence across price tiers and varietals

	Table Wines		Sparkling Wines	
	Existing TWG	New Brands	Existing TWG	New Brands
Value				
Popular	 			
Premium	  			
Super Premium	   			
Ultra Premium	  	 		
Luxury				

MEIOMI®

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. Pinot Noir 2. Chardonnay 3. Cabernet Sauvignon 4. Sauvignon Blanc 5. Red Blend 6. Bright Pinot Noir 7. Bright Chardonnay	Top 3 OP Selling Points • Meiomi leads as the #1 Pinot Noir. • #4-Ultra-Premium Chardonnay brand. • Top 5 Ultra-Premium Cabernet Sauvignon. • 2024 Sauvignon Blanc, 92 Points, <i>Tasting Panel</i>. • #2 Ultra-Premium Red Blend • Bright Pinot Noir was the #1 New Wine SKU at launch in 2023.	TOP 3 OP SUB-CHANNEL PRIORITIES • FINE DINING • CASUAL DINING • HOTEL/LODGING

BRAND PRIORITIES
• Maintain distribution of 750ml Pinot Noir. • Maintain and drive BTG placements with focus SKUs – Pinot Noir, Chardonnay, Cabernet Sauvignon, Sauvignon Blanc, and Red Blend. • Secure distribution and grow share of 375ml Pinot Noir. • Grow share of BTG placements in the Betterment category.

WINE LIST NOMENCLATURE
• Meiomi Pinot Noir, California • Meiomi Chardonnay, California • Meiomi Cabernet Sauvignon, California • Meiomi Sauvignon Blanc, California • Meiomi Red Blend, California • Meiomi Bright Pinot Noir, California • Meiomi Bright Chardonnay, California

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TO BE AVAILABLE ON ORA
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New Items Coming Soon!

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. Brut Keg 2. Cabernet Sauvignon 750ml 3. Chardonnay 750ml	Top 3 OP Selling Points • No UPC- On-Premise only brand • Quality, vintage dated wines from California • Diverse assortment of offerings-A varietal for every occasion/establishment	Top 3 OP Sub-Channel Priorities • CATERING • CONCESSIONS • CASUAL DINING/BRUNCH

BRAND PRIORITIES

1. **Brunch with Silver Gate:** Mimosa, Champagne Cocktail On- Premise brand of choice for the Keg, 750ml, 200ml splits opportunities.
2. **Maintain Distribution and Expand:** Key On-Premise brand for House Wine, Catering opportunities.
3. **New Item! 200ml Splits:** Opportunity to sell our Brut option at more unique dining establishments other than 750ml & Keg (i.e. transportation, concessionaires) that prioritize single serve.

WINE LIST NOMENCLATURE

- Silver Gate Brut, Spain (750ml, 200ml)
- Silver Gate Brut, California (Kegs)
- Silver Gate Cabernet Sauvignon, California
- Silver Gate Pinot Grigio, California
- Silver Gate Chardonnay, California
- Silver Gate Sauvignon Blanc, California
- Silver Gate Pinot Noir, California
- Silver Gate Merlot, California
- Silver Gate Rose, California

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WOODBIDGE®

ON-PREMISE FOCUS/STANDARDS & MERCHANDISING

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. 750mL Chardonnay 2. 750mL Cabernet Sauvignon 3. 750mL Sauvignon Blanc 4. 187mL Chardonnay 5. 187mL Cabernet Sauvignon 6. 187mL Pinot Grigio 7. 500mL Chardonnay 8. 500mL Cabernet Sauvignon 9. 1.5L Chardonnay 10. 1.5L Cabernet Sauvignon	• Founded in 1979 by Robert Mondavi: Woodbridge is the #6 Global Wine Brand and a trusted name that consumers know. • #1 Popular Chardonnay and Cabernet Sauvignon: A majority of our Chardonnay and Cabernet Sauvignon grapes are harvested from the Lodi American Viticultural Area surrounding our winery. • High quality, affordable wines: Consistent quality from California vineyards at the perfect entry tier price point.	1. Casual Dining 2. Casual Bar 3. Low-End Recreation
BRAND PRIORITIES	WINE LIST NOMENCLATURE	
• Drive distribution of core SKUs: Chardonnay (750mL, 187mL, 500mL, 1.5L) and Cabernet Sauvignon (750mL, 187mL, 500mL, 1.5L). • Secure placements and increase share of 187mL Chardonnay and Cabernet Sauvignon in concession channels. • Expand by-the-glass presence and grow share of Chardonnay and Cabernet Sauvignon within casual dining “house wine” programs.	Always: Woodbridge® by Robert Mondavi [full varietal name]: • Woodbridge® by Robert Mondavi Cabernet Sauvignon • Woodbridge® by Robert Mondavi Chardonnay • Woodbridge® by Robert Mondavi Sauvignon Blanc • Woodbridge® by Robert Mondavi Pinot Grigio	

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New items Coming Soon!

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
- Pinot Grigio - Prosecco - Sauvignon Blanc - Alcohol-Removed Pinot Grigio (New 2026)	Top 3 OP Selling Points #2 ITALIAN SUPER PREMIUM PINOT GRIGIO/V. 2023 92PTS TASTING PANEL - PROSECCO 187ML NEW FORMAT - TOP 10 NZ SAUVIGNON BLANC	Top 3 OP Sub-Channel Priorities - FINE DINING - CASUAL DINING - CATERING

BRAND PRIORITIES

- Become #1 Super Premium Pinot Grigio On-Premise
- Launch new innovation: 187ml Prosecco splits & Alcohol Removed Pinot Grigio
- Drive distribution with priority SKUs: Pinot Grigio, Prosecco, Sauvignon Blanc

WINE LIST NOMENCLATURE

- Chloe Pinot Grigio, Valdadige D.O.C., Italy
- Chloe Prosecco, Prosecco D.O.C., Italy
- Chloe Sauvignon Blanc, Marlborough, New Zealand

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On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. Sauvignon Blanc 750ml 2. Pinot Noir 750ml	Top 3 OP Selling Points • #1 brand in Loew’s Hotels • New Brand in On Premise only: 44% if On Premise wine drinkers enjoy trying new brands • Global Sourcing for key varietal, Sauv Blanc (NZ)	Top 3 OP Sub-Channel Priorities • FINE DINING • CASUAL DINING • CATERING
BRAND PRIORITIES • Key Item Distribution: Archetype New Zealand Sauvignon Blanc BTG in all accounts • Capitalize off Silver Gate Success: Target accounts as the Premium SG offering		WINE LIST NOMENCLATURE • Archetype Sauvignon Blanc, Marlborough, New Zealand • Archetype Pinot Noir, California

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Unknown Author

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. Chardonnay, 750ml 2. Cabernet Sauvignon, 750ml	Top OP Selling Points New Brand in On Premise only: 44% if On Premise wine drinkers enjoy trying new brands - Premium Chardonnay has seen the most menu growth YoY (Q2 2023 vs 2024)	Top 3 OP Sub-Channel Priorities - FINE DINING - CASUAL DINING - CATERING

BRAND PRIORITIES

- Key Item Distribution:** Unknown Author Chardonnay in all accounts BTG
- Capitalize off Silver Gate Success:** Target accounts as the Premium SG offering

WINE LIST NOMENCLATURE

- Unknown Author Chardonnay, California**
- Unknown Author Cabernet Sauvignon, California**

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_UNKNOWN_AUTHOR_KIT_V01 | POP/POS

CLIENT: THE WINE GROUP | BRAND: _UNKNOWN_AUTHOR

DATE: OCTOBER, 02, 2024 | VERSION: 01 | DESIGNER: YR

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. Running Wild Chardonnay 2. Cabernet Sauvignon 3. Sauvignon Blanc	• RW has disruptive packaging brings new energy to Benziger story, with no UPC tailored for OP. • RW is single-vineyard, estate-grown from unique Paicines AVA. • 2023 Running Wild Chardonnay, 92 pts, <i>Tasting Panel</i>. • 2023 Sauvignon Blanc, 93 Points, <i>Wine Enthusiast</i>. • Over 40 years of Sonoma legacy and leadership in sustainable winegrowing.	Top 3 OP Sub-Channel Priorities • FINE DINING • CASUAL DINING • LODGING/HOTELS

BRAND PRIORITIES

1. **Drive BTG placements of Running Wild Chardonnay in Fine Dining and Luxury Hotels.**
2. **Secure placements of top priority SKUs – Chardonnay, Cabernet Sauvignon, Sauvignon Blanc.**

WINE LIST NOMENCLATURE

- **Benziger Running Wild Chardonnay, Paicines, San Benito County, California**
- **Benziger Cabernet Sauvignon, California**
- **Benziger Sauvignon Blanc, California**

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Coming Soon!

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES	POS TO BE AVAILABLE ON ORA <u>ORA The Wine Group</u>
1. Cabernet Sauvignon 2. BBA Cabernet Sauvignon 3. Chardonnay 4. Buttery Chardonnay	Top 3 OP Selling Points • #1 Premium Cabernet Sauvignon Brand • #1 Premium Barrel-Aged Cabernet Sauvignon • Legacy of trusted quality with strong CA coastal influence	Top 3 OP Sub-Channel Priorities • CASUAL DINING • CATERING • LODGING/HOTELS	Coming Soon!
BRAND PRIORITIES 1. Become #1 Premium Cabernet Sauvignon in the Casual Dining segment 2. Grow share of Cabernet Sauvignon and Chardonnay BTG placements 3. Expand BBA Cabernet Sauvignon and Buttery Chardonnay BTG placements	WINE LIST NOMENCLATURE • Robert Mondavi Private Selection Cabernet Sauvignon, California • Robert Mondavi Private Selection Bourbon Barrel-Aged Cabernet Sauvignon, California • Robert Mondavi Private Selection Chardonnay, California • Robert Mondavi Private Selection Buttery Chardonnay, California		

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
- Cupcake Vineyards Prosecco - Cupcake Vineyards Sauvignon Blanc - Cupcake Vineyards Pinot Grigio - Cupcake Vineyards Chardonnay	- Cupcake Prosecco is sourced from esteemed vineyards in the Veneto and Friuli regions of Italy; 92-points from The Tasting Panel - Cupcake Sauvignon Blanc is the #1 Premium Sauv Blanc*, sourced from the Wairau and Awatere regions of Marlborough; 91-points from The Tasting Panel, v2023 - Cupcake Pinot Grigio is the #1 Premium Pinot Grigio*, sourced from vineyards located at the foothills of the Italian Alps; 91-points from The Tasting Panel, v2023 - Cupcake is the #1 Premium Chardonnay Brand*; our Chardonnay is crafted from esteemed coastal vineyards in Monterey County, California; 90 points from The Tasting Panel, v2022	Top 3 OP Sub-Channel Priorities - CASUAL DINING - CATERING - CONCESSIONS

BRAND PRIORITIES

- Become the #1 Super Premium Prosecco in Casual Dining Restaurants
- Secure placements and grow share of 187mL Prosecco in Concessions (arenas, stadiums, airports, entertainment venues)
- Grow share of BTG pours for top priority SKUs – Sauvignon Blanc, Pinot Grigio and Chardonnay
- Drive ownership of the on-premise brunch occasion with Cupcake Prosecco

WINE LIST NOMENCLATURE

- Cupcake Vineyards Prosecco D.O.C., Italy
- Cupcake Vineyards Sauvignon Blanc, Marlborough, New Zealand
- Cupcake Vineyards Pinot Grigio, Delle Venezie DOC, Italy
- Cupcake Vineyards Chardonnay, Monterey County, California

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On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES	POS TO BE AVAILABLE ON ORA <u>ORA The Wine Group</u>
- Chardonnay - Cabernet Sauvignon - Sauvignon Blanc	Top 3 OP Selling Points #6 Ultra-Premium Chardonnay Brand. - SIMI’s resilience and commitment to quality reflect the pioneering spirit of Isabelle Simi. - Inspired by generations of female winemakers, SIMI celebrates women’s leadership in wine.	Top 3 OP Sub-Channel Priorities - FINE DINING - CASUAL DINING - CATERING	Coming Soon!
BRAND PRIORITIES Maintain Volume & Drive Distribution in priority SKUs – Chardonnay, Cabernet Sauvignon, and Sauvignon Blanc. Leverage brand history to promote authenticity and quality cues.	WINE LIST NOMENCLATURE SIMI Winery Chardonnay, California SIMI Winery Cabernet Sauvignon, California SIMI Winery Sauvignon Blanc, California		

TWVG Portfolio Selling Tools

TWG OP Brochure

TWG ESTATE PORTFOLIO

MEIOMI

California provides the perfect combination of earth and elements, contributing to each Meiomi wine, representing the best the Golden State has to offer.

Jasen Becker

Pinot Noir, California
Cabernet Sauvignon, California
Red Blend, California
Chardonnay, California
Sauvignon Blanc, California
Bright Chardonnay, California
Bright Pinot Noir, California

750ml
375ml, Pinot Noir



BENZIGER

Benziger Family Winery has a decades long legacy of crafting distinctive Sonoma County wines through certified sustainable grape growing practices.

Lisa Amadori

Running Wild Chardonnay, Pacific, San Benito County
Sauvignon Blanc, California
Chardonnay, California
Merlot, California
Cabernet Sauvignon, California
Pinot Noir, California

750ml
19.5L Keg, Sauv Blanc



IMAGERY

Imagery Wine Collection offers broadly appealing wine with a modern aesthetic, crafted by acclaimed female winemaker Jamie Benziger.

Jamie Benziger

Pinot Noir, Monterey County
Cabernet Sauvignon, California
Merlot, California
Cabernet Sauvignon, California
Chardonnay, California

750ml
19.5L Keg, Pinot Noir, Chardonnay
375ml, Chardonnay, Cabernet



TRIBUTE

Bold Flavors, Strong Bonds
Over forty years ago, the Benziger family transformed a wild property into a thriving winery. Tribute wine honors that journey and the family bond.

Chris Benziger & Team

Cabernet Sauvignon, Paso Robles
Cabernet Sauvignon, California
Sauvignon Blanc, California
Pinot Noir, California
Chardonnay, California

750ml
19.5L Keg, Chardonnay, Cabernet



SIMI

Over the course of 70 years, Isabelle Simi led this winery that was founded in 1874 from the brink of collapse during Prohibition to the California winemaking limelight.

Melanie Walker

Chardonnay, California
Sauvignon Blanc, California
Cabernet Sauvignon, California
Pinot Noir, California

750ml
375ml, Chardonnay, Cabernet



~15,000+
VINEYARD ACRES

OUR VINEYARDS

We take Sustainably Seriously
15K+ vineyards of TWG vineyards are certified by a third party.



CHLOE

Put a Bow on It
Wrapped in an elegant bow, Chloe Wine Collection is a portfolio of award-winning wines sourced from preeminent global wine regions.

Andrea Brambila

Pinot Grigio, Valdadige D.O.C.G., Italy
Sauvignon Blanc, Marlborough, New Zealand
Prosecco, D.O.C.G., Italy
Chardonnay, Monterey County, California
Red, Central Coast, California
Pinot Noir, Monterey County, California
Cabernet Sauvignon, Marlborough, New Zealand



ROBERT MONDAVI

Thirty years ago, Robert Mondavi expanded his vision to include delicious, captivating wines from across California. He created Robert Mondavi Private Selection because he believed in bringing high quality wines to all tables.

Glen Caughell

Cabernet Sauvignon, Chardonnay, Pinot Noir, Merlot, Pinot Grigio, Battery Chardonnay, Sauvignon Blanc, Red Blend, Bourbon Barrel-Aged Cabernet Sauvignon, Remy Barrel-Aged Merlot, Remy Barrel-Aged Red Blend



Cupcake

Serious Wine, Heerious Name
At Cupcake Vineyards, we combine world-class winemaking with joy, sourcing the finest grapes from California, New Zealand, and Italy.

Jessica Nemei

Alcohol Removed Sauvignon Blanc, California
Monso Classic
Monso Mango
Sauvignon Blanc, Marlborough, New Zealand
Prosecco, D.O.C.G., Italy
Chardonnay, Monterey County, California
Pinot Grigio, Delta Veneto D.O.C., Italy, California



WOODBRIDGE

Woodbridge carries Robert Mondavi's winemaking traditions forward since 1978. California wines crafted for everyday enjoyment, bringing quality and value to tables across America.

Erick Skurtz

Sparkling Rosé, Italy
Cabernet Sauvignon, California
Moscato d'Asti, D.O.C.G., Italy
Bartlettwood Chardonnay, California
Red Velvet, California
Pinot Noir, California
Sweet Red
Peach Moscato



MAIN & VINE

A brand where wine where time-honored values blend seamlessly with generations of winemaking craftsmanship to create one of America's favorite wine brands.

White Zinfandel, White Merlot, Moscato, Pinot Grigio, Chardonnay, Cabernet Sauvignon, White Zinfandel, Moscato, Red Moscato, Pink Moscato, Merlot, Red Crush, Chèvre Blanc



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Portfolio flyer is
print ready;
available on [RTP](#)
[site](#)

THE WINE GROUP

APPRECIATE THE MOMENT

When you open a bottle of TWG wine, you open a story of passion and appreciation – from the way we care for the land and vines, to the creative blending and caretaking by the winemakers and cellar teams, and to all of those who tend to the wine along the way.

For over forty years, we have led with passion. A passion for the company (privately held and management-owned) and for our more than 60 award-winning brands.

Cheers!

WHO IS TWG?

- 2nd Largest Wine Supplier in the World!
- 50 Million Cases Globally
- #2 On-Premise Supplier in \$ Sales?
- 43% of winemakers are women
Only 34% of wineries in California have female head winemakers!

TWG CARES PROGRAM

TWG is proud to support our On-Premise community by donating \$40,000 to Giving Kitchen.

GIVING KITCHEN

Giving Kitchen provides emergency assistance to food service workers through financial support and a network of community resources.

Source: 1) Impact Database 2022 2) Nielsen data 2021 3) WineBusiness.com/California wine women 4/2019



Confidential. For Int

ON-PREMISE ONLY BRANDS

POPULAR

SILVER GATE



Silver Gate is an On-Premise only brand, ideal for house wine, by-the-glass, happy hour and any fast pour occasions. Our winemaker, James Foster, sourced most of the grapes from the California winemaking region, known for its rich, fruit-forward delicious wines. Best available in Single Serve & Keg formats!

PREMIUM

unknown author



An On-Premise only wine dedicated to every farmer, winemaker and artist that prefers to stay behind the vines and let the beauty of the wine speak for itself.

ARCHETYPE



On-Premise only Archetype wines are modeled after the classic styles of timeless varietals. With captivating levels of flavor, each wine is iconic on its own.

ULTRA PREMIUM

TRIBUTE



Cabernet Sauvignon, Paso Robles
94 pts - 921 Tasting Panel

IMAGERY



Pinot Noir, Monterey County
89 pts - 921 Tasting Panel

BENZIGER



Running Wild Chardonnay, Pacific, San Benito County
89 pts - 922 Tasting Panel

WINE ON TAP



SILVER GATE California Brut
13° Marlborough Sauv Blanc
BENZIGER California Sauv Blanc
IMAGERY California Chardonnay
IMAGERY California Pinot Noir
TRIBUTE California Cabernet Sauvignon

BOX & COOKING WINE

FRANZIA

SL, JL, 1.5L, 500ml Tetra

#1 Wine in the world
Chablis, Burgundy, Chardonnay, Merlot, Cabernet Sauvignon, Moscato, Pinot Grigio, Buttery Chardonnay, White Zinfandel, Crisp White, Sauvignon Blanc, Chilled Red, Fruity Red Sangria, Margarita & Spiked Lemonade



SPARKLING WINES



Cupcake Moscato d'Asti 750ml
Cupcake Prosecco 750ml
Chloe Prosecco 750ml
J. Rogel Brut 750ml
J. Rogel Extra Dry 750ml
J. Rogel Spumante 750ml
Cook's Brut 750ml
Cook's Extra Dry 750ml
Silver Gate Brut 750ml

SINGLE SERVE



Cook's Brut, Extra Dry 187ml
Chloe Prosecco 187ml
Cupcake Prosecco 187ml
J. Rogel Brut 187ml
Silver Gate Brut 200ml
Imagery Cabernet Sauvignon, Chardonnay 250ml
Woodbridge Cabernet Sauvignon, Chardonnay, Merlot, Pinot Grigio 187ml

RTD'S & MORE BRANDS TO TRY



Expansive On Premise Only Wine Collection

POPULAR



VISTA
POINT.
VINEYARDS

Vista Point is an On-Premise only brand that is ideal for catering/banquet opportunities.



SILVER GATE[®]
VINEYARDS

Silver Gate is an On-Premise only brand, ideal for house wine, by-the-glass, happy hour and any fast pour occasions. Our winemaker, James Foster, sourced most of the grapes from the CA winemaking region, known for its rich, fruit-forward delicious wines.

PREMIUM



- unknown author

An On-Premise only wine dedicated to every farmer, winemaker and artist that prefers to stay behind the vines and let the beauty of the wine speak for itself.



ARCHETYPE

On-Premise only Archetype wines are modeled after the classic styles of timeless varietals. With captivating levels of flavor, each wine is iconic on its own.

ULTRA PREMIUM



IMAGERY

Pinot Noir, Monterey County
93 pts – v21
Tasting Panel



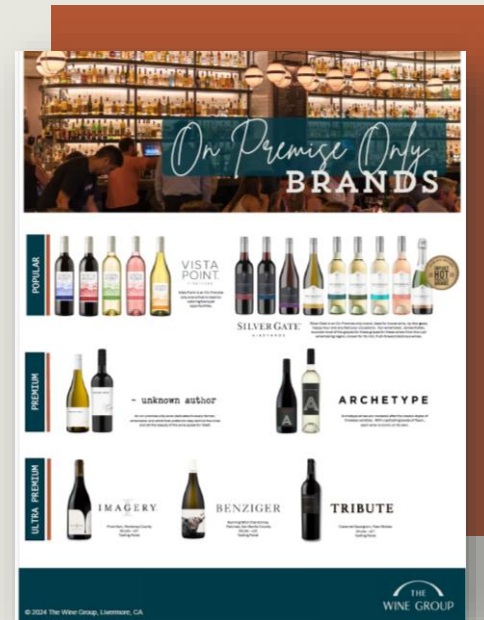
BENZIGER

Running Wild Chardonnay
Paicines, San Benito County
93 pts – v22
Tasting Panel



TRIBUTE

Cabernet Sauvignon, Paso Robles
94 pts – v21
Tasting Panel



[TWG Trade and Shopper Marketing - OP Brochure - All Documents \(sharepoint.com\)](#)

ALTERNATIVE PACKAGING

A Wine Opportunity



Single Serve Offerings



In market mid-August

\$2.75
NAP

Silver Gate
Brut, Spain
200ml
On Premise Only



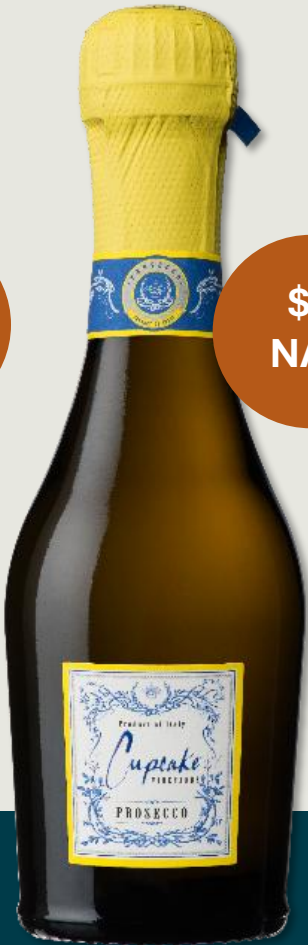
\$2
NAP

J Roget
Brut, CA
187ml



\$3.50
NAP

Chloe Prosecco
Italy
187ml



\$3
NAP

Cupcake Prosecco
Italy
187ml



\$2.25
NAP

Cook's
Brut, CA
187ml



\$1.50
NAP

Woodbridge
Chardonnay & Cab
250ml cans



\$3
NAP

Imagery
Chardonnay & Cabernet
250ml cans

Imagery 250ml Cans

\$3/CAN
On Premise Only

Why Imagery?

- **The Wine:** certified sustainable with 90+ point ratings. Imagery is a top 15 super premium brand¹.
- **The Estate:** trusted brand with deep roots in Sonoma.
- **The Winemaker:** second generation winemaker, Jaime Benziger.

Named “40 Under 40” by Wine Enthusiast (2019) and

Best Woman Winemaker by the International Women’s Wine Competition (2019)

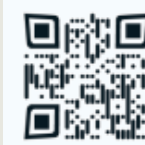


Why Cans?

- (1) 250mL can equivalent to 8.5 fluid ounces. A standard glass of wine is 5 fluid ounces.
- Eco-friendly packaging with smaller carbon footprint than glass.
- Grab & go convenience: Ideal format for Concessions, Transportation, Lodging, etc.
- Canned wine is expected to see the largest increase in 2024, with 71% of operators thinking their sales will go up².



10M consumers served on 75K+ Delta flights & 300M impressions



Scan for a
Virtual Tasting



Available On-Premise

Perfect Wine on Tap Offerings



\$120/keg
\$4.62/btl eq

Silver Gate
California
Bubbly



\$210/keg
\$8.08/btl eq

13 Celsius
Marlborough
Sauv Blanc



\$208/keg
\$8.00/btl eq

Benziger
California
Sauv Blanc



\$250/keg
\$9.62/btl eq

Imagery
California
Chardonnay



\$250/keg
\$9.62/btl eq

Imagery
California
Pinot Noir



\$250/keg
\$9.62/btl eq

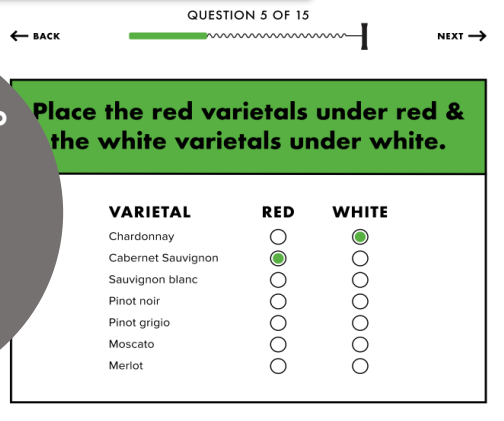
Tribute
California
Cabernet Sauvignon

Education

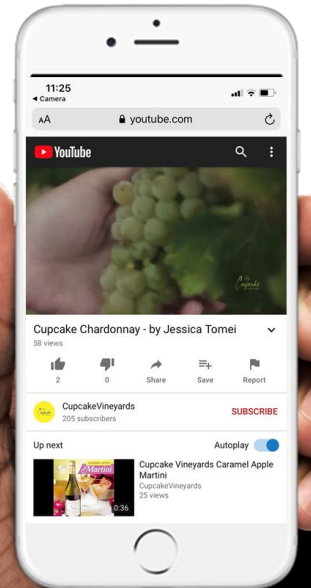
STAFF EDUCATION



Scan the QR code to see live!



“Wine 101” server-training micro-site that teaches the basics of wine including varietal pronunciation and pairing notes, proper wine storage, how to sell more wine, etc.



Winemaker varietal videos – quick 2-minute videos from our winemakers with tasting notes and fast facts about our wines

Brand Sell Sheets

Meiomi – America's #1 *Ultra-Premium Wine*

#1

Selling Pinot Noir in the U.S.

by both volume and value¹ and #1 Ultra Premium Table Wine Brand

Top 3

Top 3 recognized brands in On Premise²

Which means guest confidence and brand loyalty



Over-indexes with a younger consumer

25-45+ who are seeking a sophisticated wine



Sauvignon Blanc *now available!*

A premium, California Sauvignon Blanc with the guest confidence in the Meiomi brand



Meiomi (May-OH-mee): meaning “coast,” embodies the characters of coastal California’s most notable wine-growing regions.

NAOP:

Half bottles = \$9
Whites 750ml = \$10
Reds 750ml = \$12
1.5L = \$35



Silver Gate Vineyards

On Premise only house wine from California and Spanish Brut

\$4.50
Still

\$5.50
Brut



Cabernet Sauvignon



Merlot



Pinot Noir



Chardonnay



Pinot Grigio



Sauvignon Blanc



Moscato



NEW Rosé



Premium BTG
offering at



SIZZLING STEAK CONCEPTS



CHLOE

#2
Super Premium
Pinot Grigio
+2%



PINOT GRIGIO
Valdadige D.O.C, Italy

Fastest Growing
Top 10 SP NZ SB
+15%



SAUVIGNON BLANC
New Zealand

Top 15
Super Premium
Prosecco



PROSECCO
Italy

Top 10
Super Premium
Pinot Noir



PINOT NOIR
Monterey

Top 20
Super Premium
Chardonnay



CHARDONNAY
Monterey

[Full Chloe Shopper Insights Deck Here!](#)

TOP 20 SUPER PREMIUM WINE BRAND

Woodbridge



High Quality, Affordable Wines

Consistent quality from California vineyards at the perfect entry tier PP for OP



America's Trusted Wine Choice

#1 Popular Chardonnay and Cabernet and #5 Popular Wine Brand founded in 1979, Woodbridge is a trusted name consumers know



9 Varietals and Multiple Size Formats

With numerous sizes and varietals, Woodbridge has applicability as the perfect house wine for every type of establishment

Over forty years ago, *Robert Mondavi* set out to put great California wine on every table. In 1979 he established the **Woodbridge Winery** near his childhood home of Lodi, CA to make *fruit-focused wines for everyday drinking*.



250ml Cans

*Available in
Chard, Cab &
Pinot Grigio*



NAOP:

187 cans - \$1.50/unit

750ml = \$4

1.5L = \$8.75

Introducing *Archetype*

\$7 OP only wines

Sauvignon Blanc

- Appellation: Marlborough New Zealand
- Vintage: 2023

Pinot Noir

- Appellation: California
- Vintage: 2020

Reasons to Believe

- Modeling the successful Silver Gare strategy but for the Premium OP segment
- Archetype is exclusively featured in On Premise only with no retail exposure.
- 44% of on-premise wine drinkers enjoy trying new brands¹

Archetype wines are modeled after the classic styles of timeless varietals. With captivating layers of flavor, each wine is iconic in its own right.

“True to the Marlborough terroir, this Sauvignon Blanc has amazing energy.”

“Made in the true classic style to showcase the beauty of Pinot Noir.”

-James Foster



James Foster,
Winemaker

20+ years of experience



New Zealand



California



***Sauvignon Blanc bottle mold changing to Burgundy Bottle Q1**

Introducing *Unknown Author*

\$7 OP only wines available December 2024!

Cabernet Sauvignon

- Appellation: California
- Vintage: 2022

Chardonnay

- Appellation: Monterey County, CA
- Vintage: 2022

Reasons to Believe

- Modeling the successful Silver Gate strategy but for the Premium OP segment
- Unknown Author is exclusively featured in On Premise only with no retail exposure.
- 44% of on-premise wine drinkers enjoy trying new brands¹
- Premium **Chardonnay** has seen the most menu growth YoY (Q2 2023 vs 2024)

*A wine dedicated to every farmer,
winemaker and artist that prefers to stay
behind the vines and let the beauty of the
wine speak for itself.*



(NEW!) Benziger Running Wild

Single Vineyard, Estate fruit

- from our Paicines Vineyard in San Benito County with 100% French oak, 4 months batonnage

On Premise Only

Unique AVA on wine list

Paicines AVA is near San Benito County



Beacon of Sustainability in wine

Benziger is leader in this space- 1st certified Biodynamic vineyard in Napa/Sonoma in 2000



Scan or click for
podcast with Chris
Benziger



\$12

Robert Mondavi *Private Selection*

1

Top 10 Premium Wine

RMPS is the #1 Premium Cabernet Sauvignon (750 & 1.5L) and Chardonnay is #7*

2

Historical, Trusted Brand

Robert Mondavi created Private Selection because he believed in bringing high quality wines to all tables

3

Quality Meets Affordability

Known for bright fruit expression and exceptional balance, these wines range from light and lively to full-bodied, showcasing the distinct qualities of each varietal at an affordable price



“Wine to me is passion. It's family and friends. It's warmth of heart and generosity of spirit.” – Robert Mondavi



NAOP:

Half bottles = \$5
750ml = \$6
750ml premium = \$7
1.5L = \$12



A TOP PREMIUM WINE BRAND

- The #1 Premium Wine Brand in America
- The #3 Super Premium Sparkling Brand
- Lighthearted is the #1 premium Better For You Brand
- Sauvignon Blanc, Pinot Grigio, and Butterkissed Chardonnay are the #1 premium wines in their respective varietal segments

A PREMIUM LEADER IN QUALITY

- Grown in the finest wine regions like Italy, Marlborough, New Zealand and Monterey County, CA - rare in the Premium segment
- 90+ point scores across leading varietals including Sauvignon Blanc, Chardonnay, Pinot Grigio and Prosecco

BROAD CONSUMER APPEAL

- New innovation capitalizing on trends that appeal to younger and multi-cultural consumers with non-alcoholic wine & pre-mixed cocktails
- Top 15 brand across all age groups²



SIMI – *established in 1876*

Historic, Pre-Prohibition Winery

Founded in 1876 by Isabelle Simi – a female founder unlike any other!

California Sourced

Mainly from Sonoma County and the Central Coast, the Chardonnay, Cabernet and Sauvignon Blanc are designed to be food-friendly & balanced

Authenticity is key for Younger Generations

Isabelle is the OG “Woman in Wine” and noted for her tenacity and courage to get them through prohibition when they were on the brink of collapse



A California wine legacy



1876– The start of SIMI when Guiseppe Simi (Isabelle’s father) immigrated from Montepulciano, Italy

1920– Isabelle pivots the winery to sell sacramental wine to churches during Prohibition



1934 – Isabelle establishes *first ever* tasting room in Sonoma

1990 – Simi celebrates a CENTURY of winemaking with many more years to come



Imagery *Monterey Pinot Noir*

On Premise Only

Esteemed winery in Sonoma with trusted name but only available in OP

Distinct sourcing from three esteemed vineyards in Monterey

McCoy, San Lucas and Paicines

100% sustainably sourced fruit



JAMIE BENZIGER

Best Woman Winemaker

*International Women's Wine
Competition, 2019*

40 Under 40 Tastemaker

Wine Enthusiast



Sustainable wines are the #2 trend in wine
consumers are most interested in trying in On Premise

\$12

IMAGERY.

WINE COLLECTION

Artfully Crafted.

375mls

perfect for takeout
or hotel grab n' go!



#5 Pinot Noir



#12 Cabernet Sauvignon



#19 Chardonnay



#22 Sauvignon Blanc

91 PTS
THE tastingpanel
MAGAZINE

92 PTS
THE tastingpanel
MAGAZINE

91 PTS
THE tastingpanel
MAGAZINE

91 PTS
THE tastingpanel
MAGAZINE

RANKING IN TOP RATED
LISTS OF NOTABLE
PUBLICATIONS

Forbes

FORBES > LIFESTYLE > DINING

These Are Some Of The Best Pinot Noirs—That Aren't Burgundies

Imagery 2020 (\$20). That \$20 price is SRP, and you can find this splendid, medium-bodied Pinot for a lot less at stores or on line. It is unusual in that 5% Petit Verdot is added for color and body. There's a light touch of French oak among the spice notes. Easy drinking for a wide array of appetizers and main courses.

TastingTable.

23 Popular Wines To Buy At Costco,
Ranked

27% of Imagery's New Buyers are Younger Millennials & Gen Z

On-Premise Focus/Standards

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. Monterey County Pinot Noir 2. Cabernet Sauvignon 3. Chardonnay 4. Sauvignon Blanc	Top 3 OP Selling Points • 2021 Imagery Monterey County Pinot Noir, 93 points, <i>Tasting Panel</i>. • 2022 Imagery Cabernet Sauvignon, 91 points, <i>Tasting Panel</i>. • Authentic female winemaker, Jamie Benziger has been recognized as one of <i>Wine Enthusiast's</i> '40 Under 40' Tastemakers.	Top 3 OP Sub-Channel Priorities • FINE/CASUAL DINING • HOTEL/LODGING • CONCESSIONS (CANS)

BRAND PRIORITIES

1. Drive BTG Placements of Monterey County Pinot Noir.
2. Grow share of placements for all priority SKUs – Cabernet Sauvignon, Chardonnay, and Sauvignon Blanc.
3. Drive Cabernet Sauvignon and Chardonnay 375ml/cans in hotels and concessions.

WINE LIST NOMENCLATURE

- Imagery Wine Collection Pinot Noir, Monterey County
- Imagery Wine Collection Cabernet Sauvignon, California
- Imagery Wine Collection Chardonnay, California
- Imagery Wine Collection Sauvignon Blanc, California

Tribute Cabernet - *Paso Robles*

Award Winning Cabernet

94 Points, The Tasting Panel

Paso Robles is a trending AVA

In a declining category, Paso Robles wines are +7%!*

Certified Sustainable wine from the Benziger family, the pioneer of green winemaking

Over-indexes with *younger demographic*

Over-indexing with the male consumer, 25-44

“...WHAT A FIRST IMPRESSION” – Meredith May, Tasting Panel



\$12

TRIBUTE®

BOLD FLAVORS, STRONG BONDS®

New Look, Same Award-Winning Wine!



Outpacing Top Super Premium Brands Rodney Strong, Hess, and Joel Gott in Volume Sales*

- IRI TOTAL US Multi outlet + Conv, Latest 12 wk ending 06.30.24
- Wine Enthusiast October Issue 2024, 2023 Sauvignon Blanc & 2022 Pinot Noir

TRIBUTE

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. Paso Robles Cabernet Sauvignon 2. Sauvignon Blanc 3. Pinot Noir 4. Chardonnay	Top 3 OP Selling Points • 2022 Paso Robles Cabernet, 93 points, <i>Tasting Panel</i>. • 2023 Sauvignon Blanc, 93 points, <i>Wine Enthusiast</i>. • Wine crafted as a tribute to the Chris Benziger's family legacy.	Top 3 OP Sub-Channel Priorities • FINE/CASUAL DINING • STEAKHOUSE • LODGING/HOTEL

BRAND PRIORITIES

1. Secure BTG placement for Paso Robles Cabernet Sauvignon.
2. Grow Share of placements for all priority SKUs – Sauvignon Blanc, Pinot Noir, and Chardonnay.

WINE LIST NOMENCLATURE

- Tribute Wine, Cabernet Sauvignon, Paso Robles
- Tribute Wine, Sauvignon Blanc, California
- Tribute Wine, Pinot Noir, California
- Tribute Wine, Chardonnay, California

POS
TO BE AVAILABLE ON ORA
ORA | The Wine Group



J. ROGÉT

J. Rogét American Champagne: The Life of the Party
On Premise focused Sparkling Brand. Ideal for Brunch/Sparkling Cocktails.



Available in 750ml, 1.5L and 187ml

BERINGER MAIN & VINE™

Top 10
\$4 - \$8 Wine
Brand¹

#1
750mL WHITE
ZINFANDEL
In Retail!¹

#1
WHITE
ZINFANDEL
In On-Premise!²

33% share
of White Zin
menu
listings!²



Franzia Cooking Wine

\$13.50/unit
NAP

\$.08/
ounce



#1
Wine in the
WORLD

Top cooking wine varieties are Chablis & Burgundy but a wide range of varieties are available!

PERFECT
COOKING
WINE

- ✓ Easy to pour
- ✓ No waste due to the bag-in-box freshness
- ✓ Eco-friendly packaging
- ✓ Franzia is known for its consistent quality

13° CELSIUS

Sourced from sustainable vineyards across world-renowned growing regions, 13 Celsius is inspired by the ideal temperature to craft and drink our classic wines.

We harvest our grapes from our best **13 lots**, then ferment at **13° Celsius**.

Our Pinot Grigio and Sauvignon Blanc have been recognized for their outstanding quality with strong accolades and 90+ point scores year over year, vintage after vintage.



91
POINTS
GOLD
2019 PINOT GRIGIO
2021 Critics Challenge International

90
POINTS
BEST BUY
2019 SAUVIGNON BLANC
2021 Wine Enthusiast, September Issue

91
POINTS
GOLD
2020 SAUVIGNON BLANC
2021 Houston Rodeo Uncorked

COOK'S LEADERSHIP IN SPARKLING

#2 BRAND IN MAINSTREAM SPARKLING (<\$7.99-\$12.99)
#1 Andre; #3 Barefoot Bubbly

#2 SHARE GAINER IN MAINSTREAM SPARKLING (<\$7.99-\$12.99)
#1 Andre; #3 Members Mark (private label)

#4 BRAND IN TOTAL SPARKLING (<\$7.99-\$34.99)
#1 La Marca; #2 Korbel; #3 Andre



PORTFOLIO OVERVIEW

CORE VARIETALS

NEW 2025



750ml | 1.5L
187ml 4ct



750ml | 1.5L
187ml 4ct



750ml



750ml



750ml



750ml



750ml

*750ml also available as Int'l SKU
(w/o "CA Champagne" on label)



On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
1. Cook's Brut 750 ml 2. Cook's Brut 187 ml 3. Cook's Brut 1.5 L 4. Cook's Extra Dry 187 ml	• #1 Mainstream Sparkling Wine Brand (by volume & \$ sales) • #1 Brut by volume • Use of "California Champagne" designation • Charmat method	• Casual dining • Catering • Concessions

BRAND PRIORITIES

1. **DISTRIBUTION PRIORITY:** Prioritize core SKU Brut (750 mL, 187mL and 1.5L) and Extra Dry (187 mL)
2. **DRIVE DISTRIBUTION:** Brut 750mL/187mL/1.5L in casual dining, catering and concessions, leaning into being consumers' go-to sparkling "celebration" solution

WINE LIST NOMENCLATURE

- Cook's Brut, California
- Cook's Extra Dry, California
- Cook's Brut Grand Reserve, California
- Cook's Rosé, California
- Cook's Spumante, California
- Cook's Mango Mimosa, California
- Cook's Strawberry Mimosa, California

3L Box



SUMMIT®

CABERNET SAUVIGNON

CALIFORNIA

SUSTAINABLY GROWN

FLAVOR NOTES

PAIRS WELL WITH

QUALITY & VALUE

3 LITERS

WINEMAKING NOTES

Our story is one of passion, dedication, and a relentless pursuit of perfection. From meticulously tending our vineyards to masterfully blending our grapes, we are committed to delivering excellence that you can taste.

TASTING NOTES

This medium-bodied Cabernet Sauvignon has notes of blackberry, dark cherry, freshly brewed coffee and a hint of vanilla bean.

BLACKBERRY VANILLA COFFEE

TECH INFO

ABV	13%	RS	6 G/L
TA	5.7 G/L	PH	3.6

1 Sustainability Matters

81% Of consumers say that it is "very" or "extremely important" that companies help protect the environment

72% Of consumers say that they would be willing to pay more for sustainable products

Environmentally friendly box: 100% recyclable box and lower carbon footprint than glass bottles

Wine stays fresh up to 6 weeks after opening

Easy pop top spout

3L Box: equivalent to 4 750ml bottles

Our 3 liter box is available in Cabernet Sauvignon, Chardonnay, Pinot Grigio, and Red Blend



AMERICA'S #1 ZINFANDEL

7 Deadly Old Vine Zinfandel is the highest selling Zinfandel by volume and dollar sales in America across all price segments

AWARD-WINNING PORTFOLIO OF BOLD REDS

7 Deadly Zinfandel – 91 Points, Tasting Panel Magazine, Sept 2024 Issue (V21)

7 Deadly Cab – 91 Points & Gold, Sommelier Challenge International 2022 (V19)

7 Deadly Red – 90 Points & Gold, Critics Challenge International 2022 (V19)

CERTIFIED SUSTAINABLE UNDER LODI RULES

Created by California farmers and accredited by world-renowned scientists, LODI RULES is America's first sustainable winegrowing certification and is recognized as one of the most respected certifications to achieve.



COOPER & THIEF

CELLARMASTERS®

#1 Luxury Spirits
Barrel-Aged Wine Brand

#3 Luxury Red Blend

92 pt Tasting Panel
2022 Cabernet Sauvignon

WINE FOR THE
WHISKEY LOVER





FPO LABEL DESIGN



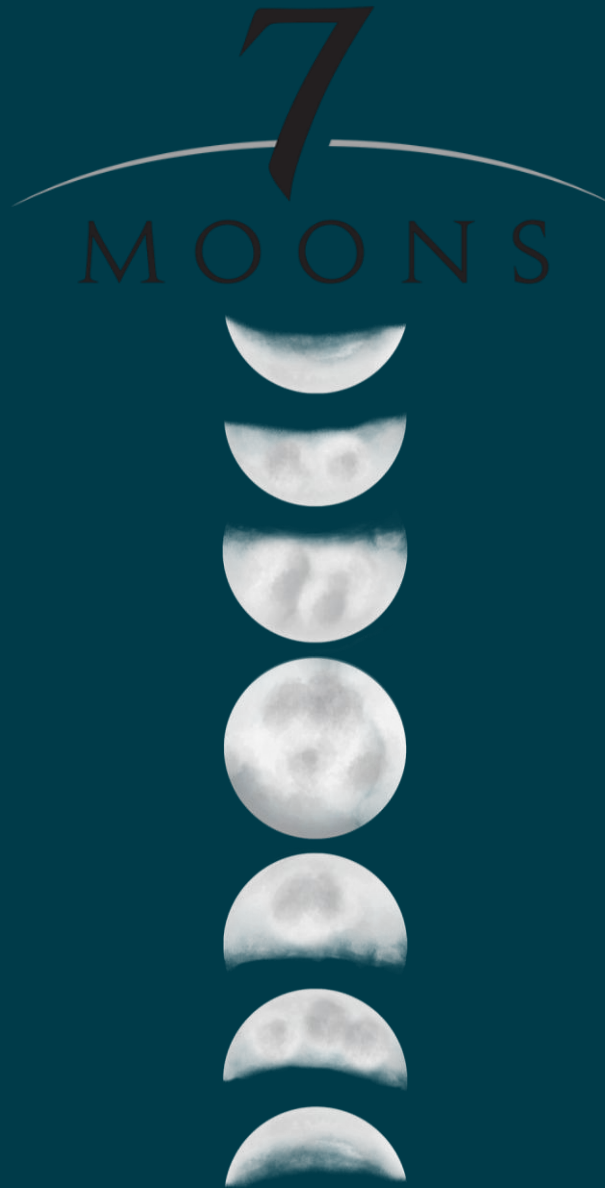
COOPER & THIEF
CELLARMASTERS®

Cooper & Thief x Larceny
Napa Valley Red Blend
Collaboration SKU
Launching March 2026



**Ranked in
Top 15**

Super-premium
Red Blend
brands*



Blend of:

Syrah • Merlot • Petite Sirah • Zinfandel •
Cabernet • Malbec • Grenache

Over-indexes
with
consumers
<45

