

2026 On-Premise Merchandising Standards



SILVER GATE VINEYARDS

ESTABLISHED 1979
WOODBRIDGE

ARCHETYPE

- unknown author

Cupcake VINEYARDS

ROBERT MONDAVI PRIVATE SELECTION

CHLOE WINE COLLECTION

BENZIGER family winery

IMAGERY

TRIBUTE GOLD FLAVORS, STRONG BODIES

MEIOMI WINES

AS ONE CRU PAICINES PROJECT

2026 OP Scorecard Priority Brands

1	Meiomi
2	Silver Gate
3	Woodbridge
4	Chloe
5	Archetype
6	Unknown Author
7	Benziger Family: Benziger, Tribute & Imagery <i>(focus on halo: Benziger Running Wild, Tribute Paso & Imagery MC)</i>
8	One Cru
9	RMPS
10	Cupcake

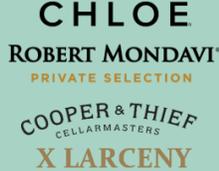
TWG Distributor Standards

1. Meiomi PN BTG in ALL Accounts
2. Minimum 2 Red & 2 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

Click the brand box for marketing deck

One pager available via the [OP Capabilities Deck](#)

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> <i>Meiomi Cozy Fall promo tools</i>	<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. Meiomì 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 Meiomì 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)**
 - Meiomì 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	Meiomì Chloe Cupcake	Cupcake Benziger Imagery	Silver Gate	Cupcake Meiomì	Chloe Robert Mondavi Private Selection Cooper & Thief x Larceny	TWG Sparkling Meiomì
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 Meiomì Summer After Moments	Fall for Cab (RMPS) Meiomì 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 Meiomì 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	Grey	Grey		Half Bottles
Silver Gate		Grey	Grey	200mL Bottles
Woodbridge		Grey	Grey	250ml PET Cans
Chloe	Grey	Grey	Grey	187mL Bottles
Archetype	Grey	Grey	Grey	
Unknown Author	Grey	Grey	Grey	
Benziger Family	Grey	Grey		
RMPS		Grey	Grey	
Cupcake		Grey	Grey	187mL Bottles
One Cru	Grey			

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	FRANZIA®			
Popular	SILVER GATE BERINGER MAIN & VINE. ESTATES	ESTABLISHED 1979 WOODBIDGE.	SILVER GATE	J. ROGÉT CALIFORNIA CHAMPAGNE
Premium	Cupcake VINEYARDS ARCHETYPE - unknown author	ROBERT MONDAVI PRIVATE SELECTION	Cupcake VINEYARDS	Cook's CALIFORNIA CHAMPAGNE
Super Premium	CHLOE. WINE COLLECTION BENZIGER family winery TRIBUTE® BOLD FLAVORS. STRONG BONDS® IMAGERY		CHLOE. WINE COLLECTION	
Ultra Premium	BENZIGER family winery TRIBUTE® BOLD FLAVORS. STRONG BONDS® IMAGERY	MEIOMI®		
Luxury		35 ONE CRU PAICINES PROJECT		

MEIOMI®

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> 1. Pinot Noir 2. Chardonnay 3. Cabernet Sauvignon 4. Sauvignon Blanc 5. Red Blend 6. Bright Pinot Noir 7. Bright Chardonnay 	<p>Top 3 OP Selling Points</p> <ul style="list-style-type: none"> • Meiommi 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. 	<p>TOP 3 OP SUB-CHANNEL PRIORITIES</p> <ul style="list-style-type: none"> • FINE DINING • CASUAL DINING • HOTEL/LODGING

BRAND PRIORITIES
<ul style="list-style-type: none"> • 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
<ul style="list-style-type: none"> • Meiommi Pinot Noir, California • Meiommi Chardonnay, California • Meiommi Cabernet Sauvignon, California • Meiommi Sauvignon Blanc, California • Meiommi Red Blend, California • Meiommi Bright Pinot Noir, California • Meiommi Bright Chardonnay, California

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Items Coming in May!

On-Premise Focus/Standards & Merchandising

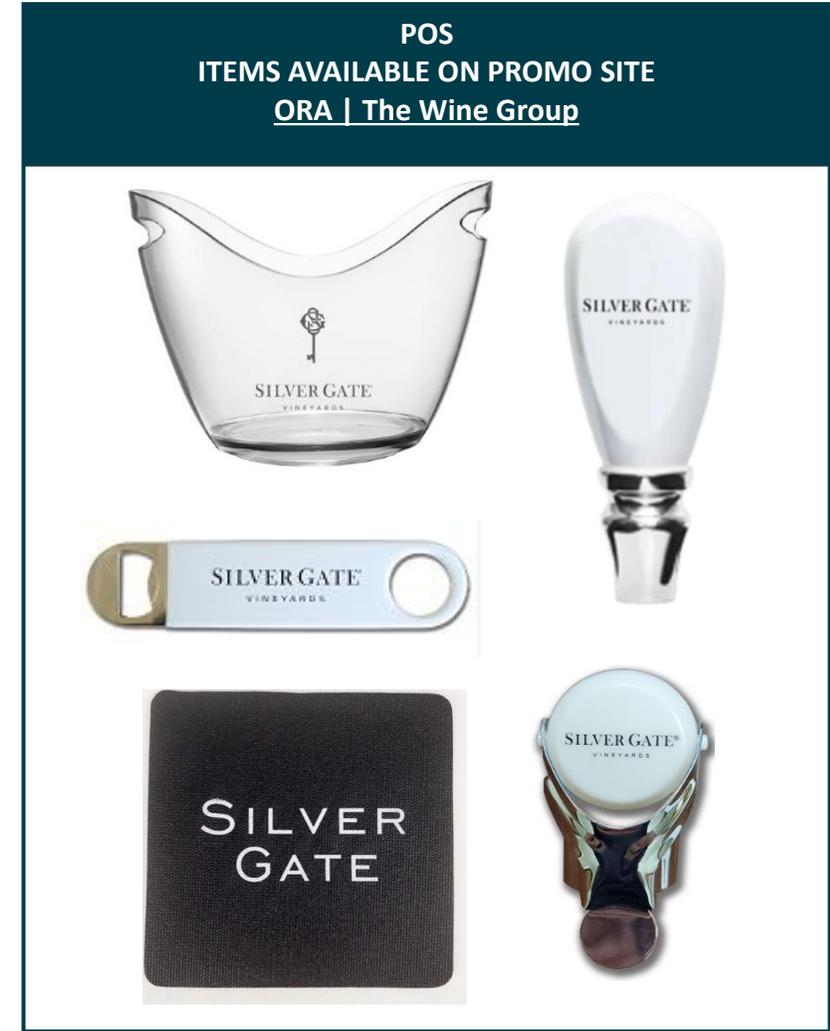
SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> 1. Brut Keg 2. Cabernet Sauvignon 750ml 3. Chardonnay 750ml 	<p>Top 3 OP Selling Points</p> <ul style="list-style-type: none"> • No UPC- On-Premise only brand • Quality, vintage dated wines from California • Diverse assortment of offerings-A varietal for every occasion/establishment 	<p>Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none"> • 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



WOODBIDGE®

ON-PREMISE FOCUS/STANDARDS & MERCHANDISING

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> 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 	<ul style="list-style-type: none"> • 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. 	<ol style="list-style-type: none"> 1. Casual Dining 2. Casual Bar 3. Low-End Recreation
BRAND PRIORITIES	WINE LIST NOMENCLATURE	
<ul style="list-style-type: none"> • 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. 	<p>Always: Woodbridge® by Robert Mondavi [full varietal name]:</p> <ul style="list-style-type: none"> • 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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On-Premise Focus/Standards & Merchandising

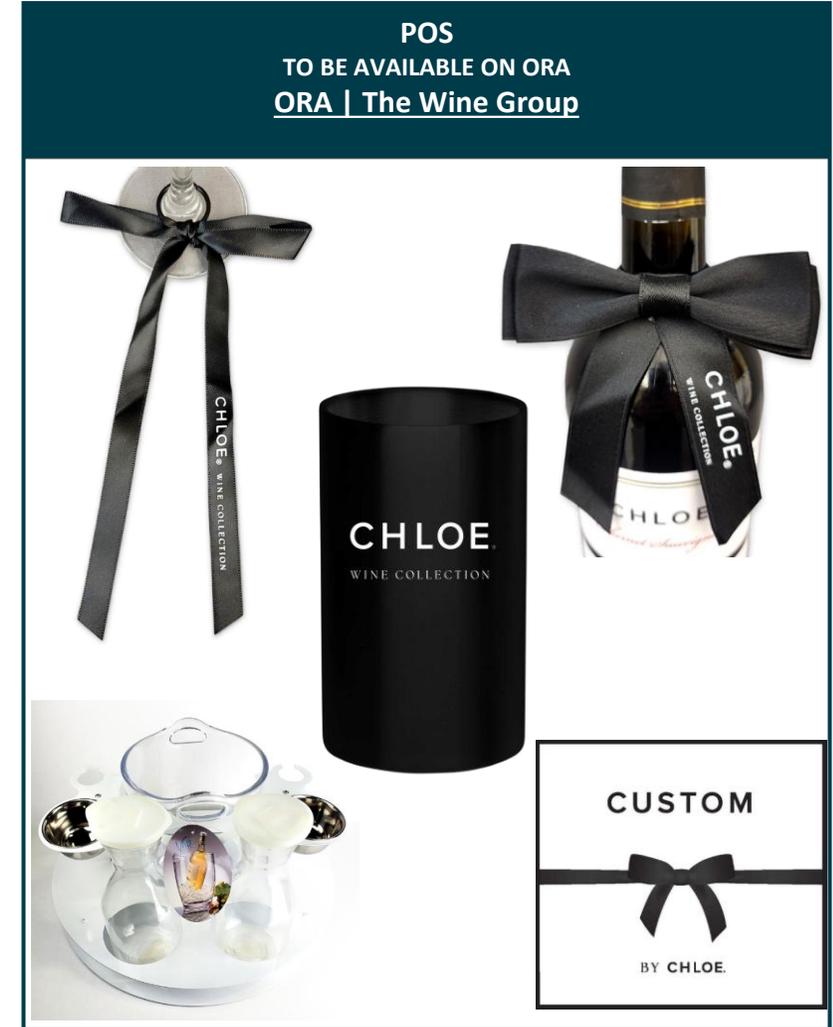
SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> 1. Pinot Grigio 2. Prosecco 3. Sauvignon Blanc 4. Alcohol-Removed Pinot Grigio (New 2026) 	<p>Top 3 OP Selling Points</p> <ul style="list-style-type: none"> • #2 ITALIAN SUPER PREMIUM PINOT GRIGIO/V. 2023 92PTS TASTING PANEL • PROSECCO 187ML NEW FORMAT/ NV 90 PTS TASTING PANEL • TOP 10 NZ SAUVIGNON BLANC 	<p>Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none"> • 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**



On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> Sauvignon Blanc 750ml Pinot Noir 750ml 	<p>Top 3 OP Selling Points</p> <ul style="list-style-type: none"> #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) 	<p>Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none"> FINE DINING CASUAL DINING CATERING
<p>BRAND PRIORITIES</p> <ul style="list-style-type: none"> Key Item Distribution: Archetype New Zealand Sauvignon Blanc BTG in all accounts Capitalize off Silver Gate Success: Target accounts as the Premium SG offering 	<p>WINE LIST NOMENCLATURE</p> <ul style="list-style-type: none"> 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
<ol style="list-style-type: none">1. Chardonnay, 750ml2. Cabernet Sauvignon, 750ml	<p>Top OP Selling Points</p> <ul style="list-style-type: none">• 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)	<p>Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none">• 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, Monterey County**
- **Unknown Author Cabernet Sauvignon, California**



On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> 1. Running Wild Chardonnay 2. Cabernet Sauvignon 3. Sauvignon Blanc 	<ul style="list-style-type: none"> • 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. 	<p>Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none"> • 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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On-Premise Focus/Standards

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> 1. Monterey County Pinot Noir 2. Cabernet Sauvignon 3. Chardonnay 4. Sauvignon Blanc 	<p>Top 3 OP Selling Points</p> <ul style="list-style-type: none"> • 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. 	<p>Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none"> • 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

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none">1. Paso Robles Cabernet Sauvignon2. Sauvignon Blanc3. Pinot Noir4. Chardonnay	<p>Top 3 OP Selling Points</p> <ul style="list-style-type: none">• 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.	<p>Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none">• 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**

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SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> 1. Chardonnay 750ml 2. Cabernet Sauvignon 750ml 3. Pinot Noir, 750ml 	<p style="text-align: center;">Top 3 OP Selling Points</p> <ul style="list-style-type: none"> • Crafted with acclaimed vintner, Chris Radomski • Single-vineyard, estate-grown from unique Paicines AVA • Certified Sustainably Grown • 2023 Paicines Chardonnay, 94 Points, <i>Decanter</i> • 2022 Paicines Cabernet, 94 Points, <i>Decanter</i> • 2023 Paicines Pinot Noir, 94 Points, <i>Decanter</i> 	<p style="text-align: center;">Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none"> • FINE DINING • STEAKHOUSE • LUXURY LODGING/HOTELS

<p style="text-align: center;">POS ITEMS AVAILABLE ON PROMO SITE <u>ORA The Wine Group</u></p>
Content area for POS items

BRAND PRIORITIES
<ol style="list-style-type: none"> 1. Secure BTG placement in Fine Dining and Luxury Hotels 2. Grow Share of placements for all skus – Chardonnay and Cabernet Sauvignon

WINE LIST NOMENCLATURE
<ul style="list-style-type: none"> • As One Cru Chardonnay, Paicines, San Benito County, California • As One Cru Cabernet Sauvignon, Paicines, San Benito County, California • As One Cru Pinot Noir, Paicines, San Benito County, California

On-Premise Focus/Standards & Merchandising

SKU PRIORITIES	SELLING POINTS	SUB-CHANNEL PRIORITIES
<ol style="list-style-type: none"> 1. Cabernet Sauvignon 2. BBA Cabernet Sauvignon 3. Chardonnay 4. Buttery Chardonnay 	<p>Top 3 OP Selling Points</p> <ul style="list-style-type: none"> • #1 Premium Cabernet Sauvignon Brand • #1 Premium Barrel-Aged Cabernet Sauvignon • Legacy of trusted quality with strong CA coastal influence 	<p>Top 3 OP Sub-Channel Priorities</p> <ul style="list-style-type: none"> • CASUAL DINING • CATERING • LODGING/HOTELS

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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
<ol style="list-style-type: none"> Cupcake Vineyards Prosecco Cupcake Vineyards Sauvignon Blanc Cupcake Vineyards Pinot Grigio Cupcake Vineyards Chardonnay 	<ul style="list-style-type: none"> 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 	<p>Top 3 OP Sub-Channel Priorities</p> <ol style="list-style-type: none"> CASUAL DINING CATERING CONCESSIONS

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The promotional items shown are: a stemless wine glass with the Cupcake Vineyards logo; a clear plastic water bottle with a blue lid and the Cupcake Vineyards logo and 'CHOOSE JOY' text; a clear plastic wine carafe with the Cupcake Vineyards logo; and a yellow-handled corkscrew with the Cupcake Vineyards logo on the handle.

BRAND PRIORITIES
<ol style="list-style-type: none"> 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
<ul style="list-style-type: none"> 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

TWVG Portfolio Selling Tools

TWG OP Brochure

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

BRAND	DESCRIPTION	VARIETALS BY REGION	WINNER	SIZE
TWG ESTATE PORTFOLIO				
MEIOMI	California provides the perfect combination of earth and elements, contributing to each Meiom wine, representing the best the Golden State has to offer.	Pinot Noir, California Cabernet Sauvignon, California Red Blend, California Chardonnay, California Sauvignon Blanc, California Bright Chardonnay, California Bright Pinot Noir, California	Jason Becker	750ml 37.5ml Pinot Noir
BENZIGER	Benziger Family Winery has a decades long legacy of crafting distinctive Sonoma County wines through certified sustainable grape growing practices.	Running Wild Chardonnay, Paicines, San Benito County Sauvignon Blanc, California Chardonnay, California Merlot, California Cabernet Sauvignon, California Pinot Noir, California	Lisa Amaroli	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.	Pinot Noir, Monterey County Pinot Noir, California Cabernet Sauvignon, California Sauvignon Blanc, California Chardonnay, California	Jamie Benziger	750ml 19.5L Reg Pinot Noir, Chardonnay 390ml 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.	Cabernet Sauvignon, Paso Robles Cabernet Sauvignon, California Sauvignon Blanc, California Pinot Noir, California Chardonnay, California	Chris Benziger & Team	750ml 19.5L Keg Cabernet
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		
CHLOE				
WINE COLLECTION	Put a Bow on It. Wrapped in an elegant bow, Chloe Wine Collection is a portfolio of award-winning wines sourced from prominent globe-alike wine regions.	Pinot Grigio, Valpurga D.O.C.G., Italy Sauvignon Blanc, Marlborough, New Zealand Prosecco, D.O.C.G., Italy Chardonnay, Monterey County, California Ries, Central Coast, California Pinot Noir, Monterey County, California Cabernet Sauvignon, California Merlot, California Upper Pinot Grigio, Trentino D.O.C.G., Italy Alcohol-Removed Pinot Grigio, California	Andrea Brambila	750ml 19.5L Keg Rose 1.875L Prosecco
ROBERT MONDAVI PRIVATE SELECTION				
	Thirty years ago, Robert Mondavi expanded his vision to include delicious, capriating wines from across California. He created Robert Mondavi Private Selection because he believed in bringing high quality wines to all tables.	Pinot Grigio, Valle d'Aosta, Italy Cabernet Sauvignon, Chardonnay, Pinot Noir, Merlot, Pinot Grigio, Battery Chardonnay, Sauvignon Blanc, Red Blend, Bourbon Barrel-Aged Cabernet Sauvignon, Rum Barrel-Aged Merlot, Rye Barrel-Aged Red Blend	Gia Caspell	750ml
Cupcake VINEYARDS				
	Serious Wine, Unserious Name. At Cupcake Vineyards, we combine world-class winemaking with joy, sourcing the finest grapes from California, New Zealand, and Italy.	Alcohol-Removed Sauvignon Blanc, California Mimosa Classic Mimosa Mango Sauvignon Blanc, Marlborough, New Zealand Prosecco, D.O.C.G., Italy Chardonnay, Monterey County, California Pinot Grigio, Valle d'Aosta D.O.C.G., Italy Rosé, California	Jessica Tomel	750ml 19.5L Keg Chardonnay 187ml Prosecco, Moscato d'Acti
WOODBRIDGE				
	Woodbridge carries Robert Mondavi's winemaking traditions forward since 1979. California wines crafted for everyday enjoyment, bringing quality and value to tables across America.	Sparkling Rosé, Italy Cabernet Sauvignon, California Moscato Di, D.O.C.G., Italy Moscato Di, D.O.C.G., Italy Butterflicked Chardonnay, California Red Velvet, California Pinot Noir, California Sweet Red Peach Moscato	Erick Shultz	1.5L, 750ml, 187ml
BERINGER MAIN & VINE ESTATES				
	A brand where time-honored values blend seamlessly with generations of winemaking craftsmanship to create some of America's favorite wine brands.	White Zinfandel, White Merlot, Moscato, Pinot Grigio, Chardonnay, Cabernet Sauvignon, Red Moscato, Pink Moscato, Merlot, Red Crush, Cheno Blanc		1.5L, 750ml

ON-PREMISE ONLY BRANDS

POPULAR

SILVER GATE VINEYARDS

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

PREMIUM

unknown author

An On-Premise only wine dedicated to every James winemaker and artist that prefers to stay behind the wine 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 | 94pts - V21 Tasting Panel

IMAGERY

Pinot Noir, Monterey County | 93pts - V21 Tasting Panel

BENZIGER

Running Wild Chardonnay, Paicines, San Benito County | 93pts - V21 Tasting Panel

ONE CRO

Certified Sustainably Grown, Single Vineyard, Estate fruit from Paicines Vineyard in San Benito County. As One Cro wines are made in collaboration with acclaimed vintner and co-founder of Hundred Rice Wines, Chris Budemski. Budemski brings his expertise and winemaking approach to establishing Paicines as an legendary wine region.

Chris Budemski
Chardonnay Cabernet Sauvignon
750ml

BOX & COOKING WINE

FRANZIA

#1 Wine in the world
Chablis, Burgundy, Chardonnay, Merlot, Cabernet Sauvignon, Moscato, Pinot Grigio, Battery Chardonnay, White Zinfandel, Cisp White, Sauvignon Blanc, Chiffable Red, Fruity Red Sangria, Margarita & Spiced Lemonade

SPARKLING WINES

Cupcake Moscato d'Acti 750ml
Cupcake Prosecco 750ml
Cupcake Prosecco 750ml

J. Bogle's Brut 750ml
J. Bogle's Extra Dry 750ml
J. Bogle's 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. Bogle's Brut 187ml
Silver Gate Brut 202ml

Imagery Cabernet Sauvignon, Chardonnay 202ml

Woodbridge Chardonnay Pinot Grigio, Red, Cabernet Sauvignon, Merlot 187ml

RTD'S & MORE BRANDS TO TRY

7 DEADLY SUMMIT
FUEL
COOPER & THIEF
DREAMING TREE
VISTA POINT
13

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 32% of wineries in California have female head winemakers)

~15,000+ VINEYARD ACRES

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

Source: 1) Impact Database 2022 2) Nature Jan 2023 3) randall@twg.com 4) California Wine Source 4/2019

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.

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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



AS ONE CRU
PAICINES PROJECT

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