

FAMILY OWNED SINCE 1927

PEDRONCELLI

TRADE BONDED WINERY 113 MARK

A FRESH LOOK FOR A CALIFORNIA ICON INTRODUCING *GIOVANNI & GIULIA* SAUVIGNON BLANC



Putting down roots and finding the right spot to grow culminates in a profile as distinct as our founders: Giovanni & Giulia. In the evolution of our vineyards over 9 decades we found this grape to be perfect for the soil, sun and place. It captures the two sides of this grape—the grassy and the tropical. Like a marriage or a duet, it brings together the best of both—a bright Sauvignon Blanc with distinctive flavors. The right combination in your glass.



Fresh new whimsical approach appeals to younger consumers

Colors and graphics increase shelf presence and trial

Engaging visual story will create fans and repeat purchases

Beautifully leverages historic label elements to maintain an unbreakable link to the past

 LIQUID LEGENDS 

PEDRONCELLI WINERY

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PEDRONCELLI *GIOVANNI & GIULIA* SAUVIGNON BLANC, DRY CREEK VALLEY

2022 Vintage Released March 2023

KEY SELLING POINTS

Estate Grown and Bottled by the Pedroncelli Family

Dry Creek Valley Sauvignon Blanc

Our Eastside Vineyard Sauvignon Blanc is picked twice, creating our complex house style

Fresh new packaging for better takeaway and repeat purchases



We found this grape to be perfect for the soil, sun and place—Dry Creek Valley. It captures the grassy and the tropical fruit notes. Like a duet, it balances the essence of Sauvignon Blanc, bright and captivating.

COMPOSITION
100% Sauvignon Blanc

APPELLATION
Dry Creek Valley, Sonoma County

ESTATE VINEYARD
East Side Vineyard

WINEMAKING DETAILS
Stainless steel fermented.

ALC BY VOLUME
13.9%

KEY FLAVOR DESCRIPTORS
Aromatic with citrus and tropical fruit notes and flavors.

ACCOLADES
90 Points, The Tasting Panel: "Bright and breezy, with pears, pineapple, and salty wet stone. Honeysuckle and lemon bar are cooling and clean on the finish."

SUGGESTED PRICE STANDARDS

SRP EVERYDAY PROMOTED BTG COMP—SHELF ADJACENCIES

UPC*
0 86942 29002 0

SCC*
1 00 86942 29002 7

BOTTLE SHAPE BOTTLE SIZE (ml) CASE SIZE (btl/s) CLOSURE PALLET (cs)
Bordeaux 750 12 Stelvin Screw Cap 56

CASE WEIGHT (lbs) CASE DIMENSIONS
35 9½" X 12½" X 12½" (WLH)

*no change to UPC/SCC codes

