

FAMILY OWNED SINCE 1927

PEDRONCELLI

TRADE BONDED WINERY 113 MARK



A CLASSIC.

It all begins with time and the knowledge gained from bringing elements of the different grapes together in one wine. The first wines we made were blends of estate fruit, they truly reflected the personality of our vineyards. Classico hearkens back to those early days of working together as a family bringing in the fruit of the season's labor and harmonizing the flavors of each grape. Distinctively Classic Sonoma.

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

707-857-3531 | 1220 CANYON ROAD, GEYSERVILLE, CA 95441 | WWW.PEDRONCELLI.COM



PEDRONCELLI SONOMA CLASSICO RED BLEND, DRY CREEK VALLEY

2021 Vintage Release August 2023

KEY SELLING POINTS

Inspired by pre and post prohibition field blends, the roots of Sonoma County winemaking.

A classic for today's taste.

Made for the table and built for beef!



From the fruit forward aromas to the lingering flavors, Sonoma Classico blends the characteristics of each grape deliciously.

COMPOSITION

Proprietary blend of Merlot, Syrah, Sangiovese and Zinfandel

APPELLATION

Dry Creek Valley, Sonoma County

ESTATE VINEYARD

East Side and Home Ranch Vineyards

WINEMAKING DETAILS

10 months in American oak, 20% new.

ALC BY VOLUME

14.4%

KEY FLAVOR DESCRIPTORS

Ripe dark berries with floral and toasty notes in the nose and cherry and plum flavors.

ACCOLADES

(Previous Vintage) 92 Points, The Tasting Panel Magazine

SUGGESTED PRICE STANDARDS

SRP	EVERYDAY	PROMOTED	BTG	COMP—SHELF ADJACENCIES	UPC*	SCC*
\$24	\$21.99	\$19.99	\$14	Unshackled by the Prisoner, AVV Homestead Red, Daou Pessimist	0 86942 12502 5	1 00 86942 12502 0
BOTTLE SHAPE	BOTTLE SIZE (ml)	CASE SIZE (btl/s)	CLOSURE	PALLET (cs)	CASE WEIGHT (lbs)	CASE DIMENSIONS
Bordeaux	750	12	Cork	56	40	10" X 13" X 12½" (WLH)

*no change to UPC/SCC codes



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