



SAN SIMEON

TRIDENT TIER

BRAND STORY

ABOUT THE BRAND

San Simeon Wines are named after the rugged area of California coastline and the powerful water that affects the shores. Ranging from light and refreshing to powerful and savory, the San Simeon Portfolio reflects the best Monterey and Paso Robles have to offer.

SUSTAINABILITY

Sustainability is our top priority. Our Paso Robles and Monterey vineyards are certified sustainable by CSWA. At our sustainable Paso Robles winery, solar panels provide 100% of the needed electricity, and wastewater is effectively reclaimed and recycled for additional uses.

WINEMAKING TEAM

4 generations of winemaking led by Anthony Riboli and Brian Benson, our winemaking team brings more than 60 years of experience to San Simeon Wines. Using 100% estate-grown fruit, each wine is hand-selected from our sustainably farmed vineyards and crafted in our state-of-the-art winery.



SENSE OF PLACE

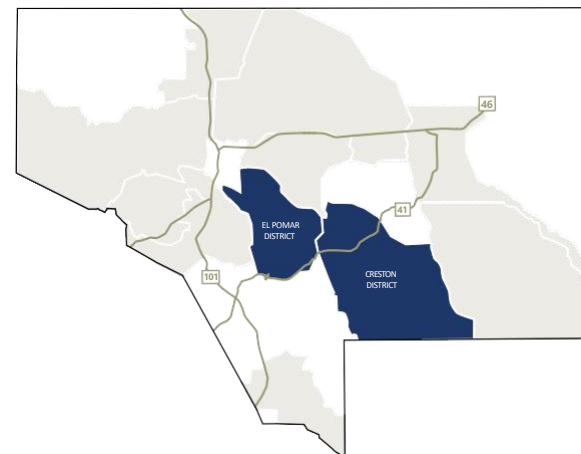


KEY FACTS

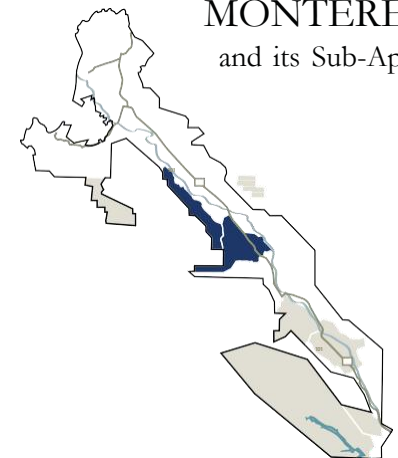
- Fourth-generation Riboli family winery with over a century of California winemaking heritage (est. 1917).
- Estate-driven Paso Robles wines rooted in the rugged hills of the Willow Creek District, known for its premium Rhône-style varieties.
- San Simeon Estate Vineyard and Winery, opening Summer 2026, represents the Riboli family's continued investment in Paso Robles wine country.



PASO ROBLES AVA
and its Sub-Appellations



MONTEREY AVA
and its Sub-Appellations



WHY THE TRIDENT SERIES

The Trident Tier was created to sit between the Classic and Reserve tiers, delivering a more complex, expressive wine crafted for a dynamic consumer looking for an innovated approach to California winemaking.



INTRODUCING SAN SIMEON TRIDENT TIER



- Paso Robles is ranked #3 Sub-Region in all of wine, behind Monterey and Napa Valley, and is the fastest growing inside all top Sub-Regions.*
- \$35-50 Red Blend segment is growing (+1%) in the past 24 weeks. (Nov. 11, 2025)*
- Estate-grown fruit from CSWA Sustainable Vineyards in Paso Robles that is scalable

VARIETAL	LAUNCH TIMING	VINTAGE	QUANTITY PRODUCED (6-PACKS)	SRP
CHARDONNAY	SPRING 2026	V. 2025	550	\$24.99
RED BLEND	SPRING 2026	V. 2023	1,000	\$34.99
CABERNET SAUVIGNON	FALL 2027	V. 2025	990	\$34.99

**Data source: NIQ; Total US xAOC + Liquor Open State + Conv; Latest 52 weeks ending 8-9-25*

TRIDENT TIER

CHARDONNAY WINEMAKING DETAILS

- From vineyards in Santa Lucia Highlands AVA, where the coastal influence and high elevation provide natural ripeness while cooler temperatures prevent over-ripening
- Thoughtfully fermented and aged through a three-fold approach
 - Acacia barrels. Adding viscosity without heavy oak influence
 - Concrete tulips. Clean expression of Chardonnay fruit and site character
 - Stainless-steel tanks. Crisp, refreshing mouthfeel
- Only a small portion of this wine went through Malolactic Fermentation (around 30%)
- The result is a Chardonnay with bright citrus and tropical fruit, layered texture, and a fresh, balanced finish



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RED BLEND WINEMAKING DETAILS

- Sourced from estate vineyards in Paso Robles, composed of 70% Syrah (Maddalena Vineyard) and 30% Graciano (Stefano Vineyard)
- Crafted using an artisanal small-lot approach, with each varietal fermented separately to preserve purity of fruit and site expression
 - Syrah is aged primarily in new French oak, developing richness, structure, and layered spice
 - Graciano is aged in neutral oak, preserving vibrant aromatics, freshness, and elegant structure
 - Wines are aged separately for 28 months before final blending to allow each varietal to fully develop its character
- The result is a wine with dark berry fruit, baking spice, and layered texture supported by reined tannins and a long finish



The image shows two book covers for a publication titled "SAN SIMEON". The left cover is white and features a large, stylized gold trident (a three-pronged fork) centered above a decorative blue wave pattern. The title "SAN SIMEON" is printed in a dark blue serif font at the top. The right cover is dark blue and features a smaller gold trident at the top. Below it, the title "SAN SIMEON" is printed in white serif font, followed by the subtitle "PARO ROBLES - MONTEREY" in a smaller white serif font. Both covers have a decorative blue wave pattern at the bottom.

Low hurdle to get into on-premise and independent accounts

SAN SIMEON

TRIDENT TIER




VARIETAL	APRICH	WHITE	RED
CHARDONNAY	30000-25000	10,000	500
SAUVIGNON	30000-25000	10,000	500
RED BLENDED	30000-25000	10,000	500
CABERNET	30000-25000	10,000	500

APRICH	WHITE	RED
30000-25000	10,000	500
30000-25000	10,000	500
30000-25000	10,000	500
30000-25000	10,000	500

KEY SELLING POINTS

- Price bottles in retail at \$15 Sub-Regional at \$18 wine, Selective Domestic and local wine and local farming growing inside of top 100 bottles
- \$15-20 Red Blend signature is going good in the past 24 weeks. (Nov. 1, 2018)
- Create great fruit from OAKS, Sustainable vineyard in the future that is visible



MODERNITY AND

and the future of wine

- Sustainable vineyard
- Sustainable vineyard
- Sustainable vineyard
- Sustainable vineyard




WINE-BOTTLE AND

and the future of wine

- Sustainable vineyard
- Sustainable vineyard
- Sustainable vineyard
- Sustainable vineyard

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www.sansimeon.com

For more information, please contact us at 805.435.1234

SAN SIMEON
TRIDENT TIER

San Simeon
CHARDONNEY 2025

ABOUT CHARDONNEY

The 2025 San Simeon Chardonnay was produced from vines planted in 1982, and is made from 100% Chardonnay grapes. The wine is made using traditional winemaking techniques, including barrel aging, and is bottled without fining or filtration. The wine is made from grapes grown in the San Simeon vineyard, which is located in the heart of the Napa Valley wine region. The vineyard is planted with Chardonnay vines, and the grapes are harvested in the fall. The wine is made using traditional winemaking techniques, including barrel aging, and is bottled without fining or filtration.

The 2025 growing season was characterized by high temperatures and low rainfall, which resulted in a crop of grapes that were ripe and ready for harvest. The grapes were harvested in the fall, and the wine was made using traditional winemaking techniques, including barrel aging, and is bottled without fining or filtration.

SALESMAN

San Simeon is a family-owned and operated winery. The winery is located in the heart of the Napa Valley wine region, and is known for its high-quality wines. The winery is owned and operated by the San Simeon family, and is known for its commitment to quality and tradition. The winery is located in the heart of the Napa Valley wine region, and is known for its high-quality wines.

WINEMAKER / DISTILLER NOTE

For San Simeon's Chardonnay, we select only the finest Chardonnay grapes from our vineyard. The grapes are harvested in the fall, and the wine is made using traditional winemaking techniques, including barrel aging, and is bottled without fining or filtration. The wine is made from grapes grown in the San Simeon vineyard, which is located in the heart of the Napa Valley wine region. The vineyard is planted with Chardonnay vines, and the grapes are harvested in the fall. The wine is made using traditional winemaking techniques, including barrel aging, and is bottled without fining or filtration.

The wine is aged in oak barrels, which gives it a smooth, creamy texture and a hint of vanilla. The wine is bottled without fining or filtration, which gives it a slightly cloudy appearance. The wine is made from grapes grown in the San Simeon vineyard, which is located in the heart of the Napa Valley wine region. The vineyard is planted with Chardonnay vines, and the grapes are harvested in the fall. The wine is made using traditional winemaking techniques, including barrel aging, and is bottled without fining or filtration.

WINEMAKER'S TASTING NOTE

The wine is a blend of Chardonnay and Pinot Noir grapes, which gives it a smooth, creamy texture and a hint of vanilla. The wine is bottled without fining or filtration, which gives it a slightly cloudy appearance. The wine is made from grapes grown in the San Simeon vineyard, which is located in the heart of the Napa Valley wine region. The vineyard is planted with Chardonnay vines, and the grapes are harvested in the fall. The wine is made using traditional winemaking techniques, including barrel aging, and is bottled without fining or filtration.

WINEMAKER'S TASTING NOTE

TASTING INFORMATION		PRICE & AVAILABILITY		CONTACT INFORMATION		SALES & DISTRIBUTION	
WINE:	Chardonnay	PRICE:	\$12.99	CONTACT:	San Simeon Winery	SALES:	San Simeon Winery
AVAILABILITY:	Available in select markets	AVAILABILITY:	Available in select markets	CONTACT:	San Simeon Winery	SALES:	San Simeon Winery
WINE:	Chardonnay	PRICE:	\$12.99	CONTACT:	San Simeon Winery	SALES:	San Simeon Winery
AVAILABILITY:	Available in select markets	AVAILABILITY:	Available in select markets	CONTACT:	San Simeon Winery	SALES:	San Simeon Winery

Will showcase all tiers on the portfolio.