



M

MADDALENA WINES



Started in 1917 in Los Angeles, the Riboli Family invested in their winery to become one of the Top 5 U.S. wine companies today. Still family-owned, the company is currently managed by the 3rd & 4th generation.



1917

San Antonio Winery opens on Lamar Street.

1966

San Antonio Winery is declared as a Historic Cultural Monument.

2003

The Riboli Family launches Stella Rosa a high quality semi-sweet, semi-sparkling wine from Piedmont, Italy.

2023

Stella Rosa becomes America's #1 imported wine and the Riboli Family purchases Jada Vineyard & Winery.

1947

San Antonio Winery opens a tasting room.

1986

Maddalena and Stefano Riboli, 2nd generation founders, purchase their first estate vineyards in: Rancho Soledad Vineyard in the Monterey AVA and Riboli Family Vineyard in the world-renowned Rutherford AVA in Napa Valley.

2018

San Antonio Winery is recognized as the American Winery of the Year by Wine Enthusiast.





RIBOLI

FINE WINE



RIBOLI ESTATE VINEYARDS
REPRESENT THE BEST WINE REGIONS
IN CALIFORNIA

RIBOLI FAMILY
NAPA VALLEY

NAPA VALLEY AVA

16 ACRES in renown Rutherford, Napa Valley AVA



HIGHLANDS
WINES 41

MONTEREY AVA

750 ACRES in Santa Lucia Highlands, Arroyo Secco & Monterey AVAs

WINDSTREAM



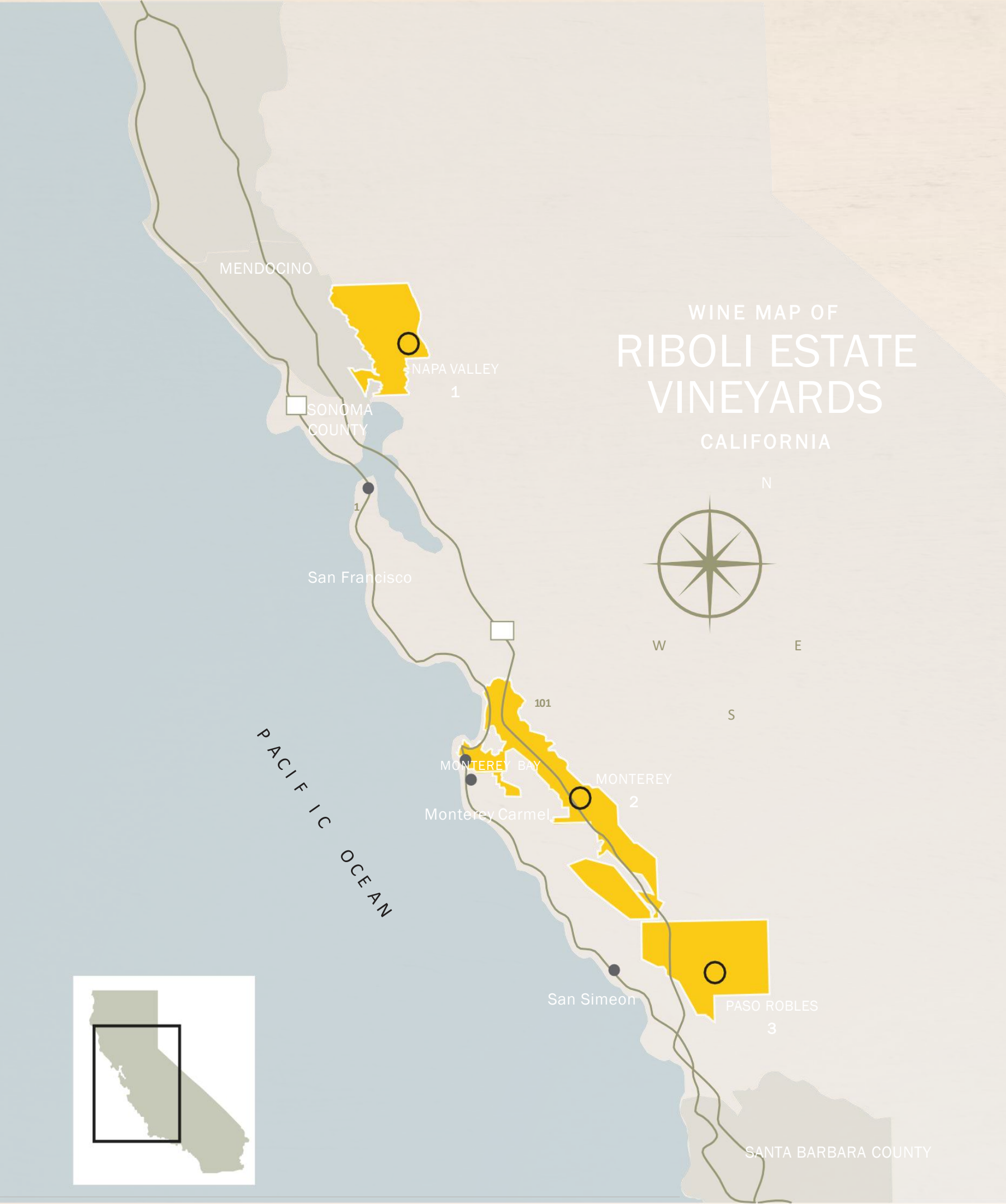
HIGHLANDS
WINES 41

PASO ROBLES AVA

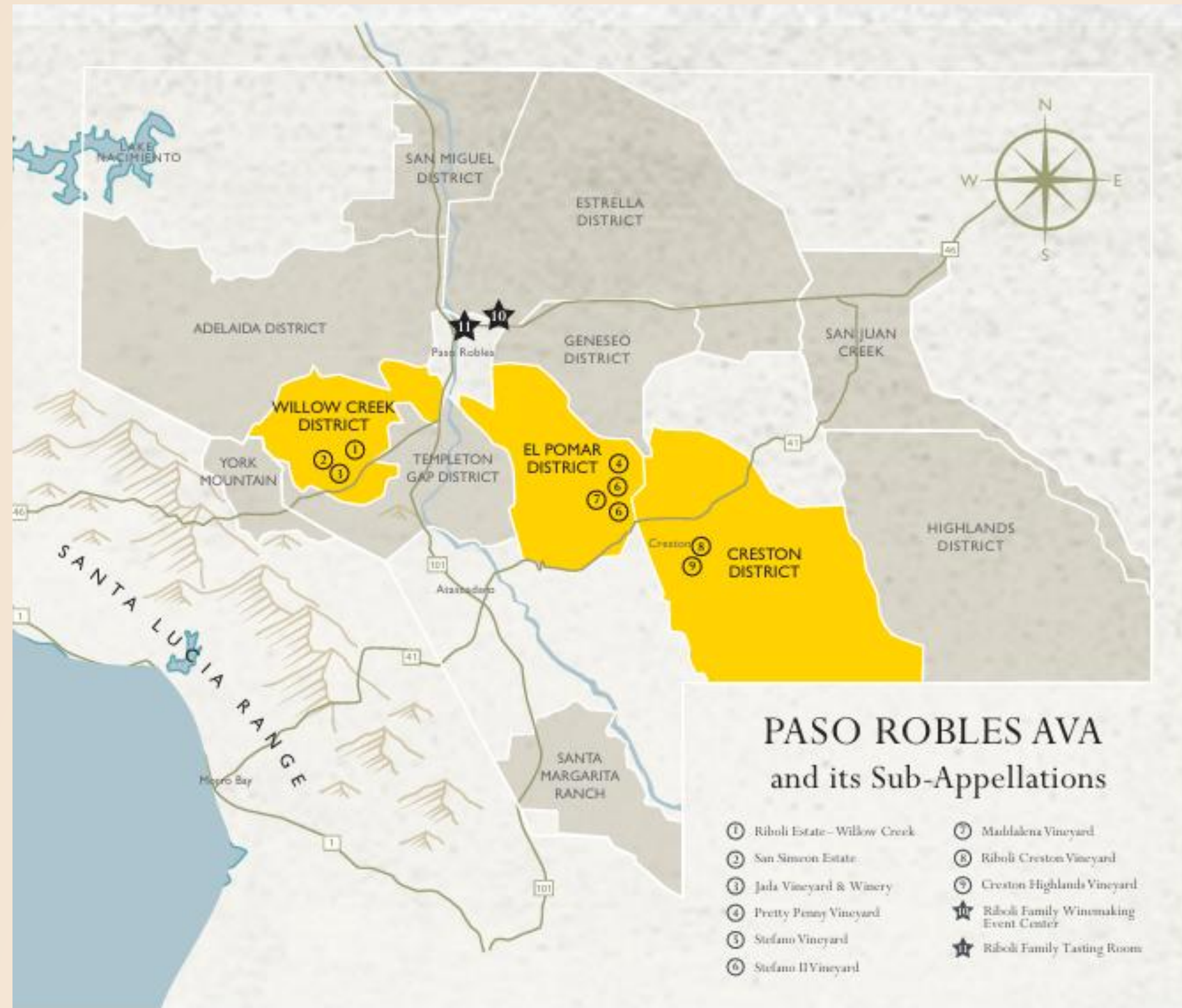
1,200+ ACRES in Willow Creek, El Pomar and Creston AVAs



OPAQUE
Jada



Ten (10) estate vineyards in Paso Robles covering over 1,200 acres.



Four (4) estate vineyards in Monterey covering 750 acres.





OUR STORY

M
MADDALENA WINES

OUR STORY

She is Strong.

She is Resilient.

She Makes her own Rules.

Maddalena is a woman who has been groundbreaking in her ambition and business acumen. Regardless of the era and societal expectations, she rolled up her sleeves and got involved. And then she expected more.

Maddalena is a real woman. She represents hard working women everywhere –don't give up. Go out there and...

MARK YOUR MARK.



OUR PERSONALITY

Warm, welcoming, and effortlessly approachable. Maddalena is the friend who always brings a dish to share and a bottle everyone enjoys - family-centered, comforting, and easygoing.



DEMOGRAPHIC

Age: 28 - 60

Female

Born from a legacy of Italian inspiration and California sunshine, Maddalena is crafted for moments shared around the table. Our wines are approachable yet expressive, designed to complement everyday meals and meaningful gatherings alike. With every pour, you experience warmth, balance, and the simple pleasure of good wine enjoyed in good company

WHO WE ARE:

Warm
Inviting
Generous
Down-to-Earth

WHO WE AREN'T:

Flashy
Exclusive
Trend-Driven
Formal

WHAT WE ARE:

Welcoming
Approachable
Food-Friendly
Comforting

WHAT WE AREN'T:

Pretentious
Overly Serious
Trendy-for-Trend's Sake
Intimidating

- 1** Made from 100% estate grown fruit from Paso Robles & Monterey
- 2** Maddalena Rose is the #2 Rose from Paso Robles
- 3** Vineyards and Paso Robles winery are Certified Sustainable with CSWA

TARGET SRP



MADDALENA WINES



AWARDS

- Chardonnay - 90 pts Best Buy v. 2022 Wine Enthusiast
- Cabernet Sauvignon - 92 pts v. 2023 Wine Enthusiast
- Merlot - 90 pts Best Buy v. 2023 Wine Enthusiast
- Rose – 91 pts Best Buy v. 2024 Wine Enthusiast

COMPETITORS

Total Wine Category:

- La Crema
- Justin
- Robert Hall
- Postmark (by Duckhorn)

SRP

- Cabernet (750ml) - \$25.99
- Other Reds (750ml) - \$17.99
- Whites (750ml) - \$14.99

OFF-PREMISE



1. **Chardonnay**
2. Cabernet Sauvignon

Note: Items shown in **green** are included in the Priority Focus SKUs

ON-PREMISE



1. **Chardonnay**
2. Cabernet Sauvignon
3. Rosé

Note: Items shown in **green** are included in the Priority Focus SKUs

CHANNEL STRATEGY

	FINE DINING	UPSCALE CASUAL	FAMILY CASUAL	HOSPITALITY
KEY VARIETALS	Morton's Capital Grill	PF Chang, Cheesecake	Applebee's, TGIFridays	Marriott, Hyatt Catering
Cabernet Sauvignon	X	X	X	X
Rosè	X	X	X	X
Chardonnay	X	X	X	X

KEY SKU'S

	FOCUS SKU	NATIONAL 2yr ON- PREM PRICING	20L KEG
Cabernet Sauvignon			X
Chardonnay	X		X
Rosè		X	



- Maddalena, Chardonnay, Monterey
- Maddalena, Cabernet Sauvignon, Paso Robles
- Maddalena, Rosé, Paso Robles

THE BRAND



ABOUT MADDALENA – THE BRAND

Maddalena Wines is the namesake of the Riboli Family matriarch – Maddalena Riboli. Her story is one of resilience and perseverance. Born in 1922 in Piedmont, Italy, Maddalena Riboli immigrated to America when she was seven years old and was instrumental in the growth and success of Riboli Family Wines. These wines are a reflection of Maddalena's strength and elegance, and we are proud to have her signature on every bottle.

MAKE YOUR MARK



Meet MADDALENA - Founder of Maddalena Wines

Maddalena Riboli is a trailblazer. Her story is one of resilience and perseverance. Born in 1922 in Piedmont, Italy, Maddalena Riboli immigrated to America when she was seven years old and is the cornerstone of the Riboli Family Wines and San Antonio Winery. Not simply a figurehead, Maddalena, even at nearly 100 years old, inspires her successful, family-owned and run wine business to always grow and evolve.



1922

Maddalena was born
in Piedmont, Italy



1946

Maddalena and
Stefano Riboli
married; Maddalena
began working at the
family-owned
San Antonio Winery



1974

Opened Maddalena
restaurant



1983

Maddalena wine brand
was launched



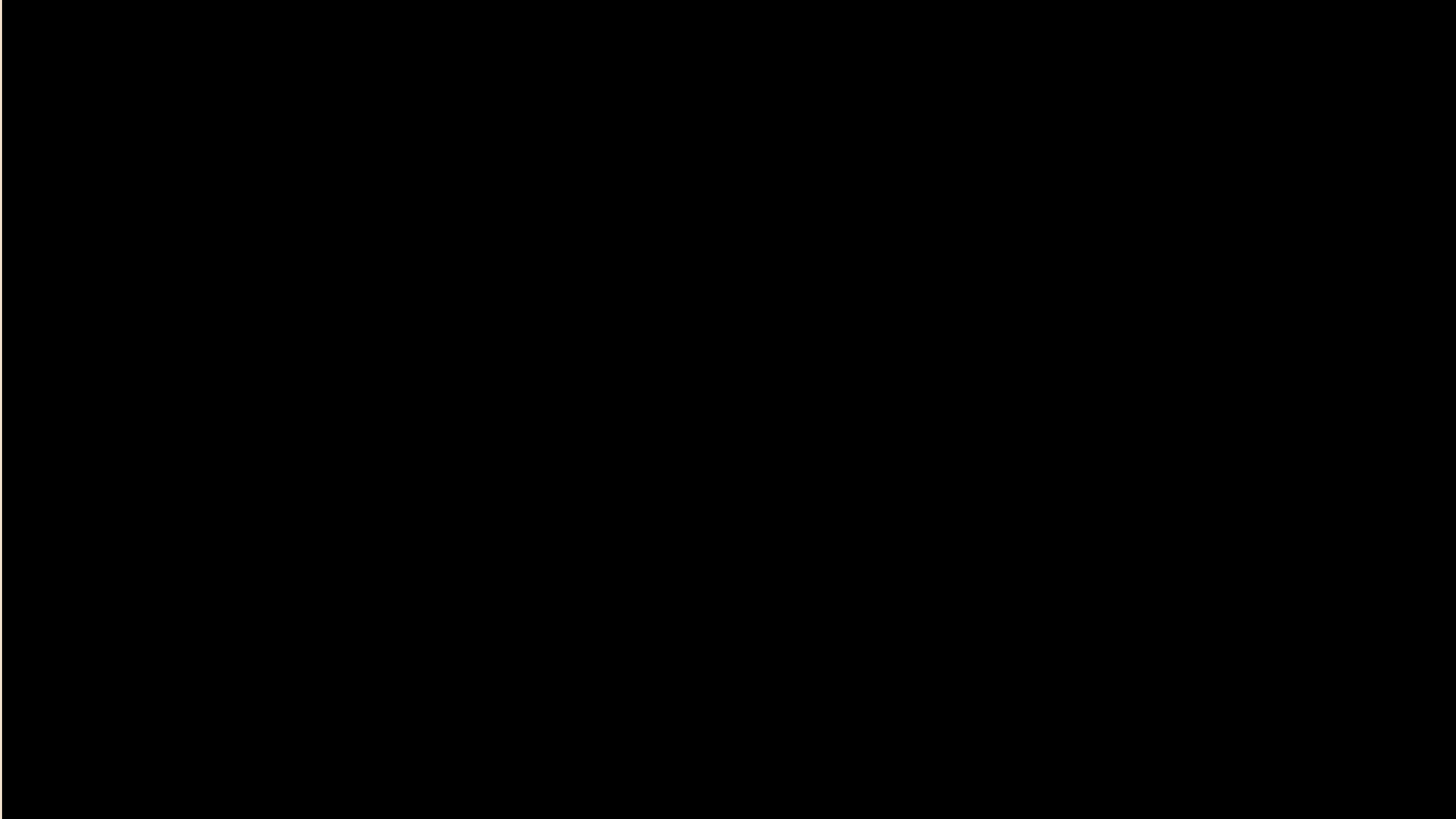
2015

Maddalena
vineyard planted
in Paso Robles, CA



2021

Maddalena Wines launches
rose gold package to
celebrate Maddalena
Riboli's legacy





WINEMAKING



WINEMAKING TEAM

With over 60 years of combined experience, our winemaking team is led by Anthony Riboli and Marty Spate. With the use of 100% estate-grown fruit, we are proud of the quality that goes into every bottle of Maddalena wines.

SUSTAINABILITY

Sustainability is our top priority for the family. All our Paso Robles and Monterey vineyards are certified sustainable by CSWA. These efforts include cover crops and livestock to maintain soil health and drip irrigation to reduce water usage. At the Paso Robles winery, solar panels provide 100% of the needed electricity, and wastewater is effectively reclaimed and recycled for additional





FAMILY-OWNED AND OPERATED SINCE 1917

3rd and 4th generation family members actively involved in multiple company functions.



ESTATE GROWN VINEYARDS

Full varietal portfolio from our 2,000 collective estate vineyard acres in Paso Robles, Monterey, and Napa Valley. Certified CA sustainable vineyards in Paso Robles & Monterey.



SUSTAINABLE VINEYARDS & WINERY

New, state-of-the-art winemaking facility and event center in the heart of Paso Robles, CA. Built for sustainability and innovation for the future.



CRESTON HIGHLANDS

The Creston Highlands Vineyard is located along the rolling hills of the northeastern section of the Creston District. Soils are derived from calcareous marine deposits, as revealed by the fossilized shells found on the property. The steep terrain in conjunction with these soils is very unique to this AVA.

Wines: Cabernet Sauvignon

SARMENTO VINEYARD

Sarmento Vineyard, located in the Santa Lucia Highlands of Monterey, is named after an original Spanish land grant family. The Pacific Ocean's maritime influence provides morning fog and afternoon winds, ideal for Burgundian varietals. The vines, planted high on southeast-facing terraces of the Santa Lucia Mountains, overlook the Salinas River Valley. **Wines: Chardonnay**

RANCHO SOLEDAD

Rancho Soledad Vineyard, named after the nearby Soledad Mission founded in 1791, is located in the cool Monterey appellation. This region's morning fog, afternoon breezes, and decomposed granite soils contribute to ripe fruit flavors, balanced acidity, and natural minerality in the wines.

Wines: Pinot Grigio, Chardonnay

RIBOLI CRESTON VINEYARD

The Creston District of Paso Robles. This property’s rolling hills, and bird sanctuary lake create a truly breathtaking, majestic vineyard estate. The well-drained Arbuckle-Positas soils and pure water produce an amazing terroir with warm days and cool nights producing fruit with great structure.

Wines: Rosé, Cabernet Sauvignon, Merlot

STEFANO VINEYARD

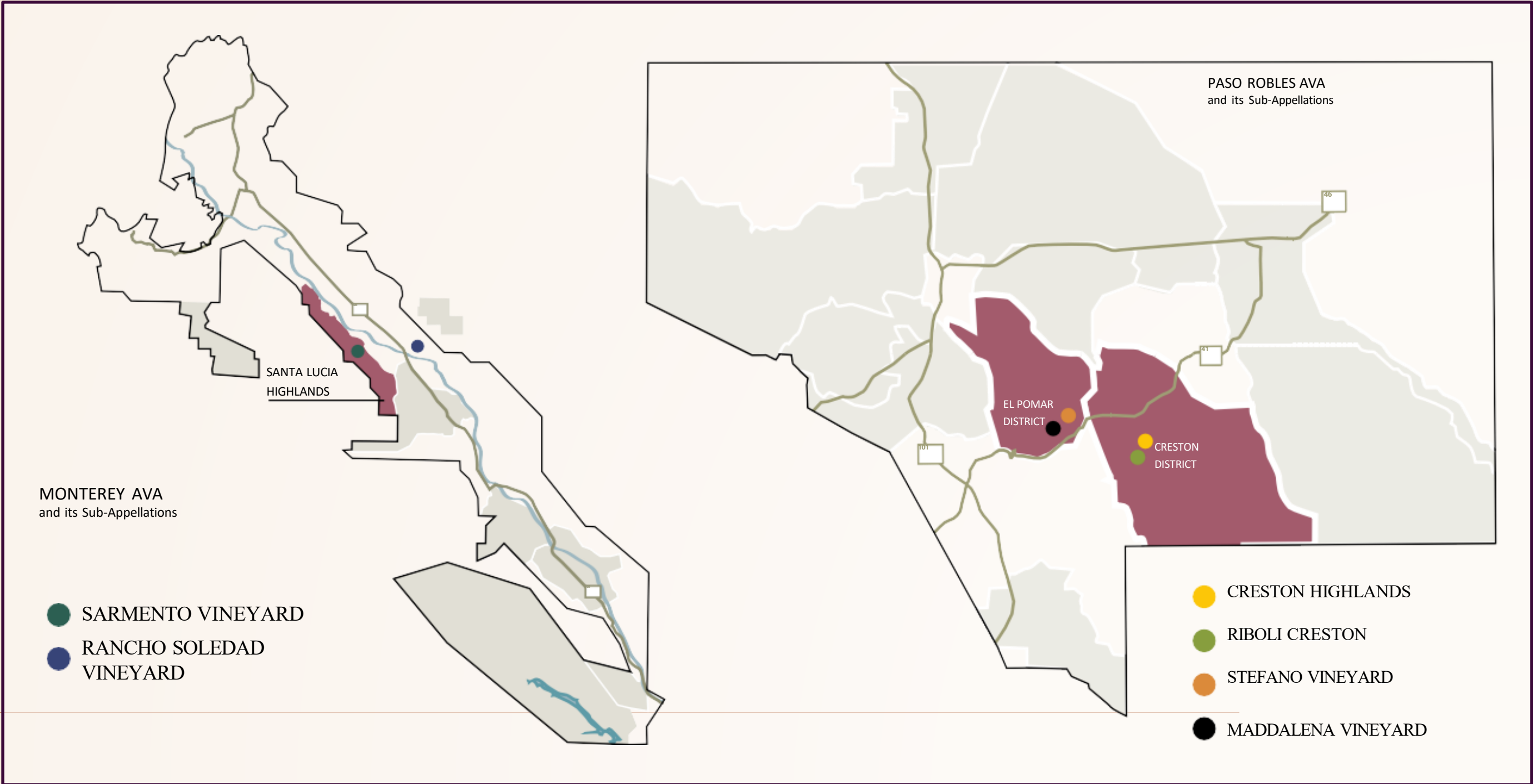
Our Stefano Vineyard, located in the prestigious El Pomar District AVA of Paso Robles, features steep hillsides with unique, multicolored rocky soils. Warm days and cool afternoon breezes from the Pacific Ocean via the Templeton Gap ensure both ripeness and freshness in the wines.

Wines: Rosé, Cabernet Sauvignon

MADDALENA VINEYARD

Located in the El Pomar AVA of Paso Robles, this is a prized vineyard featuring a variety of well-drained, rocky soils and a warm climate tempered by cool afternoon and evening breezes. Paso Robles’ unique calcareous soils are very uncommon in California, giving the wines freshness and minerality.

Wines: Rosé, Cabernet Sauvignon, Merlot



EVOLUTION



NEW PACKAGING LAUNCH 2021



MADDALENA WINES

PRIORITY SKU'S



MADDALENA WINES



ROSÉ



CHARDONNAY



CABERNET SAUVIGNON

M

MADDALENA
WINES



MADDALENA
2023 CABERNET
SAUVIGNON



MADDALENA
2023 MERLOT



MADDALENA
2024 PINOT GRIGIO

KEY TAKEAWAYS



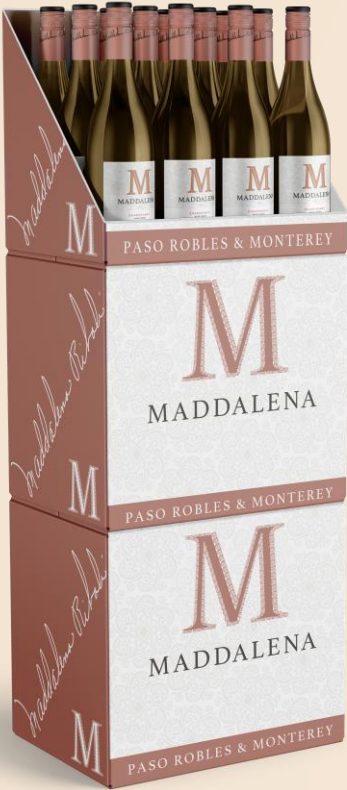
1 Chardonnay is the priority SKU

2 Represents wines from Monterey & Paso Robles – the two fastest growing wine regions in California

3 Wine style – fresh, lively whites and roses



Priority #1 (High Traffic) – 9+ cases



Priority #2 (Medium & Low Traffic)
3 cases display

Priority 1 (High Traffic) Display Standards

Priority 1 Display
9 case average

- Product Mix:
- Chardonnay
 - Cabernet Sauvignon
 - Rose



Priority 2 (Medium & Low Traffic)
Secondary Display Standards

Priority 2 Display
3 case average

- Product Mix:
- Chardonnay
 - Cabernet Sauvignon



Cold Box Standards

- Chardonnay



Trade tools – Sell Sheets,
Tech Notes, Educational
One Pagers, Brand Video,
etc...

MADDALENA WINES

make your mark

ABOUT MADDALENA

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APPELLATIONS / TERROIR

MONTEREY AVA and its Sub-Appellations

- SARMENTO VINEYARD
- RANCHO SOLEDAD VINEYARD

PASO ROBLES AVA and its Sub-Appellations

- CRESTON HIGHLANDS
- RIBOLI CRESTON
- STEFANO VINEYARD
- MADDALENA VINEYARD

RANCHO SOLEDAD

Rancho Soledad Vineyard is located in the cool Monterey AVA. This region's morning fog, breezes, and decomposed granite contribute to ripe fruit flavors, acidity, and natural minerality. Wines: Pinot Grigio, Chardonnay.

STEFANO VINEYARD

Stefano Vineyard is located in the warm Paso Robles AVA. This region's sunny days and cool nights contribute to wines with rich flavors and balanced acidity. Wines: Pinot Noir, Syrah.

RIBOLI CRESTON

Riboli Creston is located in the warm Paso Robles AVA. This region's sunny days and cool nights contribute to wines with rich flavors and balanced acidity. Wines: Pinot Noir, Syrah.

SARMENTO

Sarmento Vineyard is located in the warm Paso Robles AVA. This region's sunny days and cool nights contribute to wines with rich flavors and balanced acidity. Wines: Pinot Noir, Syrah.

Our Story

Maddalena Riboli is a trailblazer. In 1947 she joined her husband, Stefano Riboli, in the family wine business and shortly after opened one of the first tasting rooms in California. In 1983 she launched her namesake wine brand, Maddalena Wines. Her vision to lower in and led the family business to great success. Today, the family owns 1,400 vineyard acres across Paso Robles, Monterey, and Napa Valley. At 90 years old, she continues to inspire us to serve the customer, moment in moment, and always keep moving forward.

Our Mission

Maddalena Wines is a Paso Robles estate grown wine brand with a mission of making award winning wines, while keeping our commitment to the preservation of the environment and giving back to our community.

Maddalena Milestones

1946
Maddalena and Stefano Riboli married, she joined the family owned San Antonio Winery.

1983
Maddalena launches her namesake wine brand, Maddalena Wines.

2021
Maddalena Wines launches rose gold packaging to celebrate Maddalena Riboli's legacy.

Culture

Sustainability

Sustainability is our top priority. Our Paso Robles vineyard and winery are certified sustainable by the rigorous California Sustainable Wine Alliance (CSWA).

Commitment to Quality

Our Paso Robles winery employs the finest techniques, which help build the texture, and mouthfeel of the wine, resulting in a higher quality product.

RIBOLI FAMILY WINES

MADDALENAWINES.COM

For more information, please contact your local sales representative.

2019 MADDALENA MONTEREY CHARDONNAY

Region/Vintage Notes

Our Maddalena 2019 chardonnay comes from four cool-climate vineyards in the Monterey AVA, including Sarmento and Loma Vista in the Santa Lucia Highlands near the Soledad Mission, and Loma Vista in Arroyo Seco. All four sites benefit from a maritime climate, with foggy mornings and sunny, breezy afternoons. This translates to plenty of hang time for our Chardonnay grapes, leading to wines with great flavor development and lovely acidity. In 2019, a vintage noted for being cooler than usual, we harvested our Chardonnay at a leisurely pace throughout the month of October as each vineyard block reached ideal maturity.

Winemaker/Tasting Notes

Seventy-four percent of this Chardonnay was barrel fermented in small American oak barrels giving the wine a beautifully rounded mouthfeel and lovely touches of well-integrated toasty oak. Fruit aromas and flavors include tropical guava, Meyer lemon and fresh squeezed orange, with additional notes of white flower and spice. Forty-five percent of the wine went through malolactic fermentation, imparting a subtle buttery component. Natural acidity gives the wine structure and a lingering finish.

Sustainability

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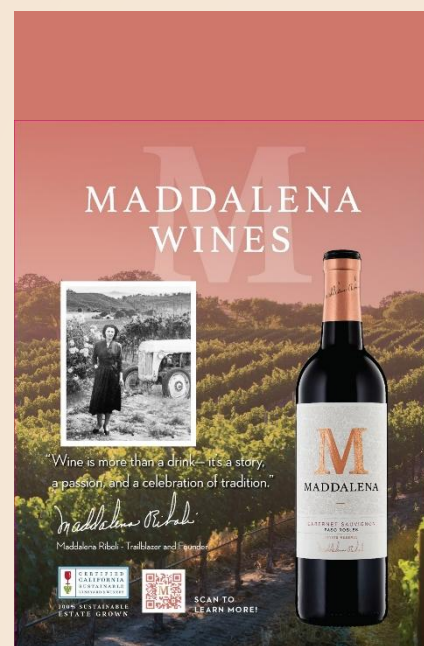
POS TOOLS

M
MADDALENA WINES

Case Sleeve



Case Cards

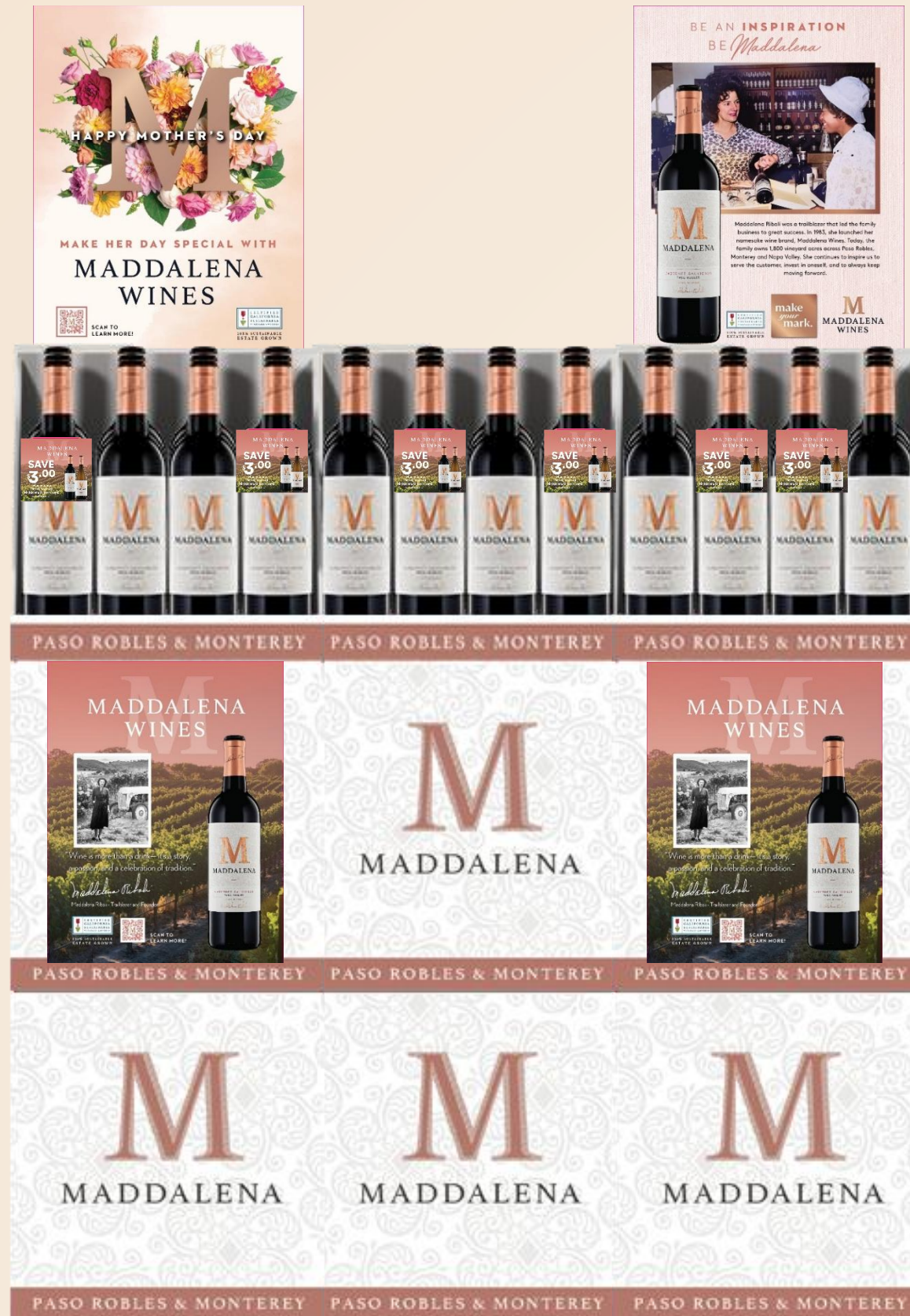


Case Tucker

IRC Coupon



MIR Coupon



9 Case Display



Case Display

LENA

by
MADDALENA



OUR STORY



OUR STORY

When Maddalena Wines was founded, the vision was simple: to create wines that captured the spirit of family and the beauty of California's vineyards.

As a young girl from Italy, Maddalena arrived in the United States with big dreams and, over the years, developed a deep love for the winemaking process and the land that made it possible. Affectionately known as Lena by her family, the nickname has always served as a warm reminder of her roots and the love they share.

Together with her husband, Stefano, she spent years nurturing vineyards on the Central Coast, pouring their hearts into each vintage.



OUR PERSONALITY

Lena by Maddalena embodies the lively spirit of Maddalena Riboli - bold, elegant, and full of life. Designed for modern wine drinkers, Lena brings premium California wine into everyday moments with ease, whether it's a casual weeknight glass, a dinner with friends, or an impromptu gathering.

Lena is confident, joyful, and approachable - a brand that celebrates spontaneity, sustainability, and the simple pleasure of enjoying great wine whenever the moment calls for it.

POSITION

DEMOGRAPHIC

Age: 25-45

Female

Designed for modern living, Lena by Maddalena offers vibrant California wines made for life’s spontaneous moments. Inspired by the lively spirit of Maddalena Riboli, Lena celebrates connection, spontaneity, and the joy of sharing a glass whenever the moment calls. With every pour, Lena delivers bold flavor, contemporary style, and a fresh approach to enjoying great wine.

WHO WE ARE:

Vibrant
Modern
Effortless
Social

WHO WE AREN’ T:

Traditional
Complicated
Formal
Conventional

WHAT WE ARE:

Modern & Convenient
Vibrant
Easy to Enjoy
Made for Everyday
Moments

WHAT WE AREN’ T:

Traditional Bottled Wine
Overly Serious
Special-Occasion Only
Complicated to Enjoy

- 1** Box wine category is a \$2.28 category in US off-premise market. This category has been growing consecutively in the last 3 years, up 5% from a year ago, and up 20% from 3 years ago.*
- 2** Estate fruit from key wine regions: Paso Robles and Monterey and from CSWA Sustainable vineyards
- 3** Convenient packaging and design for smaller households.

TARGET SRP



SRP

- Cabernet Sauvignon (1.5L) - \$25.99
- Chardonnay (1.5L) - \$25.99
- Whites (1.5L) - \$25.99

LENA
by
MADDALENA

THE BRAND





ABOUT LENA – THE BRAND

Designed for modern living, Lena by Maddalena offers vibrant California wines made for life's spontaneous moments. Inspired by the lively spirit of Maddalena Riboli, Lena celebrates connection, spontaneity, and the joy of sharing a glass whenever the moment calls. With every pour, Lena delivers bold flavor, contemporary style, and a fresh approach to enjoying great wine.

TRADE TOOLS

Trade tools – Sell Sheets, Tech Notes, One Pagers, Brand landing page, etc...

LENA
by
MADDALENA

LENA by MADDALENA CABERNET SAUVIGNON | PASO ROBLES

Region Notes

Non Vintage

Sourced from our estate vineyards in the El Pomar and Creston districts of Paso Robles, LENA by Maddalena Cabernet Sauvignon reflects the depth and diversity of this renowned region. Each small lot is harvested and fermented separately with minimal intervention to preserve the unique characteristics of the soil, microclimate, and vintage. The result is a Cabernet Sauvignon that captures the true essence of Paso Robles with structure, richness, and varietal purity.

Winemaker /Tasting Notes

LENA by Maddalena Cabernet Sauvignon offers vibrant flavors of dark plum, ripe raspberry, and spicy black cherry. Thoughtful barrel aging adds layers of vanilla, caramel, and subtle oak spice. The palate is rich and rounded, with a silky texture and soft, approachable tannins. Balanced and expressive, this Cabernet Sauvignon is versatile enough to pair beautifully with a wide range of dishes.

Sustainability

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



4 WEEKS

Our packaging keeps the elements out and the wine stays fresh up to 4 weeks after opening.



Forest Stewardship Council ensures the forest is managed responsibly. Our recyclable, lightweight bags and boxes help reduce the carbon footprint.

1.5L BOX

One 1.5L box is equivalent to 10X standard glasses.



Smart design for a clean, compostable bag, easy separation.

Technical Information

Appellation Paso Robles	AVA El Pomar District Creston District	Varietal Blend 90% Cabernet 5% Cab Franc
Fermentation 20% New American, 20 % New French 60% Stainless	Aging 14 months	



LENA by MADDALENA

Brand Story

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KEY SELLING POINTS

- The best wine category in a \$2.7B category is 10% off-greener market. This category has been growing consecutively in the last 3 years, up 5% from a year ago, and up 10% from a year ago.*
- Two Billion Colored. The design is a \$100M category in US off-greener market. Paso Robles Cabernet is capturing the total wine category, growing 1% from a year ago, and up 10% from a year ago.*
- Monterey is the #1 California sub-region for Cabernet. Monterey Cabernet represents a 20% share of the category in the U.S. on-premise market.*

Benefits of 1.5L Bag in Box

- Fresh for 4 weeks after opening, allowing for longer enjoyment and less waste.
- Wine and liner are recyclable and lightweight, reducing carbon footprint.
- Smart design for a cleaner, planet, compostable bag, recyclable box, easy separation.
- Built to handle and pour for convenience.





6-Pack Shipper

*Source: Nielsen Market Research, 2023. Data based on volume and value. For more information, please contact your local sales representative.

**RIBOLI FAMILY WINES****DRINK WINE & EAT**

For more information, please contact your local sales representative

LENA by MADDALENA CHARDONNAY | MONTEREY

Region Notes

Mac Vinlage

The Chardonnay vineyard in the Monterey Mac Vinlage is one of the premier vineyards in the region. The soil composition of Monterey clay creates cooling winds and fog that keeps the vines cool and healthy. The warm, mineral-rich soil creates a complex and balanced flavor profile, resulting in a wine that is both elegant and powerful. The result is a wine with vibrant acidity, supple tannins, and a well-balanced structure.

Winemaker /Tasting Notes

Crafted with precision and care, LENA by Maddalena Chardonnay is a refined blend of Chardonnay grapes from the Monterey Mac Vinlage. The approach results in a balanced, well-structured wine with a crisp, clean palate. A series of tropical notes and hints of citrus are complemented by subtle notes of floral and mineral notes. The result is a wine that is both elegant and powerful, with a well-balanced structure.

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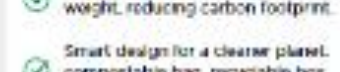
One 1.5L box is equivalent to 10X standard glasses.



Smart design for a clean, compostable bag, easy separation.

Technical Information

Appellation Monterey	AVA Monterey District	Varietal Blend 100% Chardonnay
Fermentation 20% New American, 20 % New French 60% Stainless	Aging 14 months	



LENA by MADDALENA

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6-Pack Shipper

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**RIBOLI FAMILY WINES****DRINK WINE & EAT**

For more information, please contact your local sales representative

LENA by MADDALENA

LENA by MADDALENA

BRAND COLORS

	Pantone	CMYK/Digital	Hex	Usage
	PMS 235 C	C33 M100 Y21 K25	#d11660	Cabernet Color
	PMS 717 C	C10 M65 Y100 K1	#f70000	Chardonnay Color
	PMS 202 C	C31 M100 Y90 K10	#a62431	Pinot Noir Color
	PMS Black C	C0 M0 Y0 K100	#000000	Font / Default

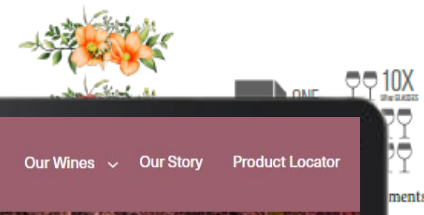
PRIMARY FONTS

Akzidenz-Grotesk Condensed (Titles/Tagline) Gotham Book (Secondary Body Copy)

WEBSITE, SOCIAL MEDIA & ADDRESS

MADDALENAWINES.COM
@maddalenawines

GRAPHIC ELEMENTS



LENA by MADDALENA

PREMIUM WINE WITHOUT THE CORKSCREW



Home

Our Wines

Our Story

Product Locator







LENA
by
MADDALENA

DISPLAY RACK

- Lena Designed
Display Rack
- 3 Shelf
 - 9 Lena Boxes per shelf



Right Side



Back



Front



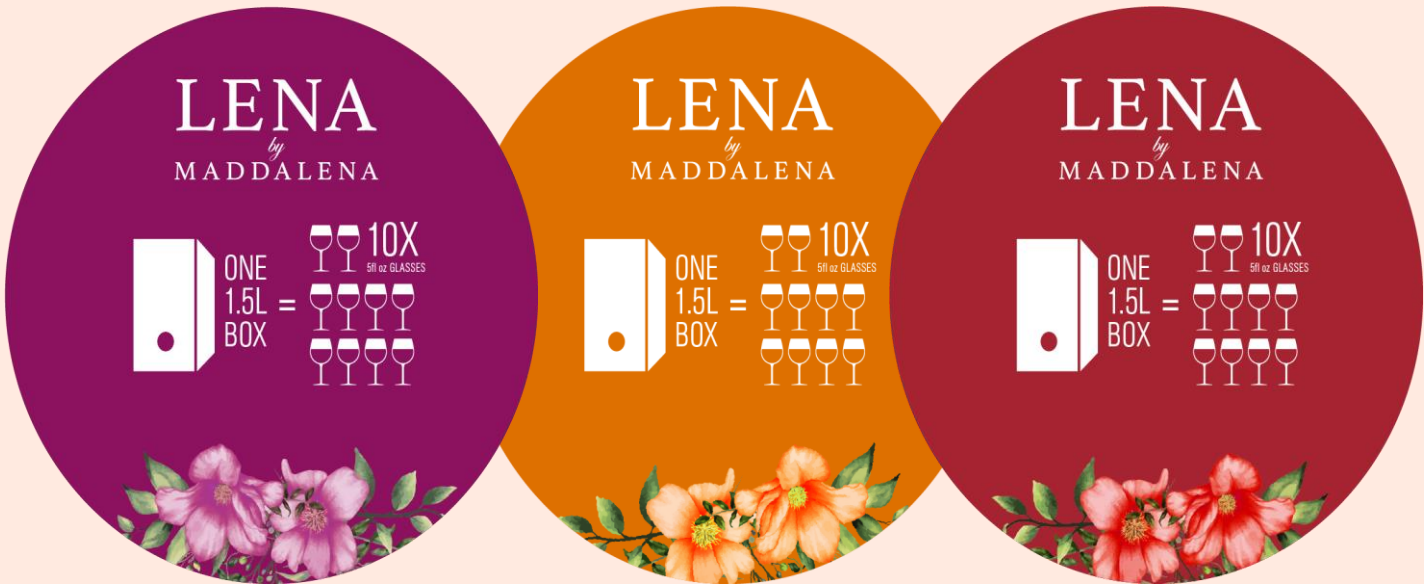
Left Side

POS TOOLS

Trade tools – Sell
Sheets, Tech Notes,
One Pagers, Brand
landing page, etc...



Shelftalkers



Lugon's



Case Cards

Appendix