

HIGHLANDS
WINES 41





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

SAN SIMEON
WINES

HIGHLANDS
WINES

41

MONTEREY AVA

WINDSTREAM

M

MADDALENA WINES

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

SAN SIMEON
WINES

HIGHLANDS
WINES

41

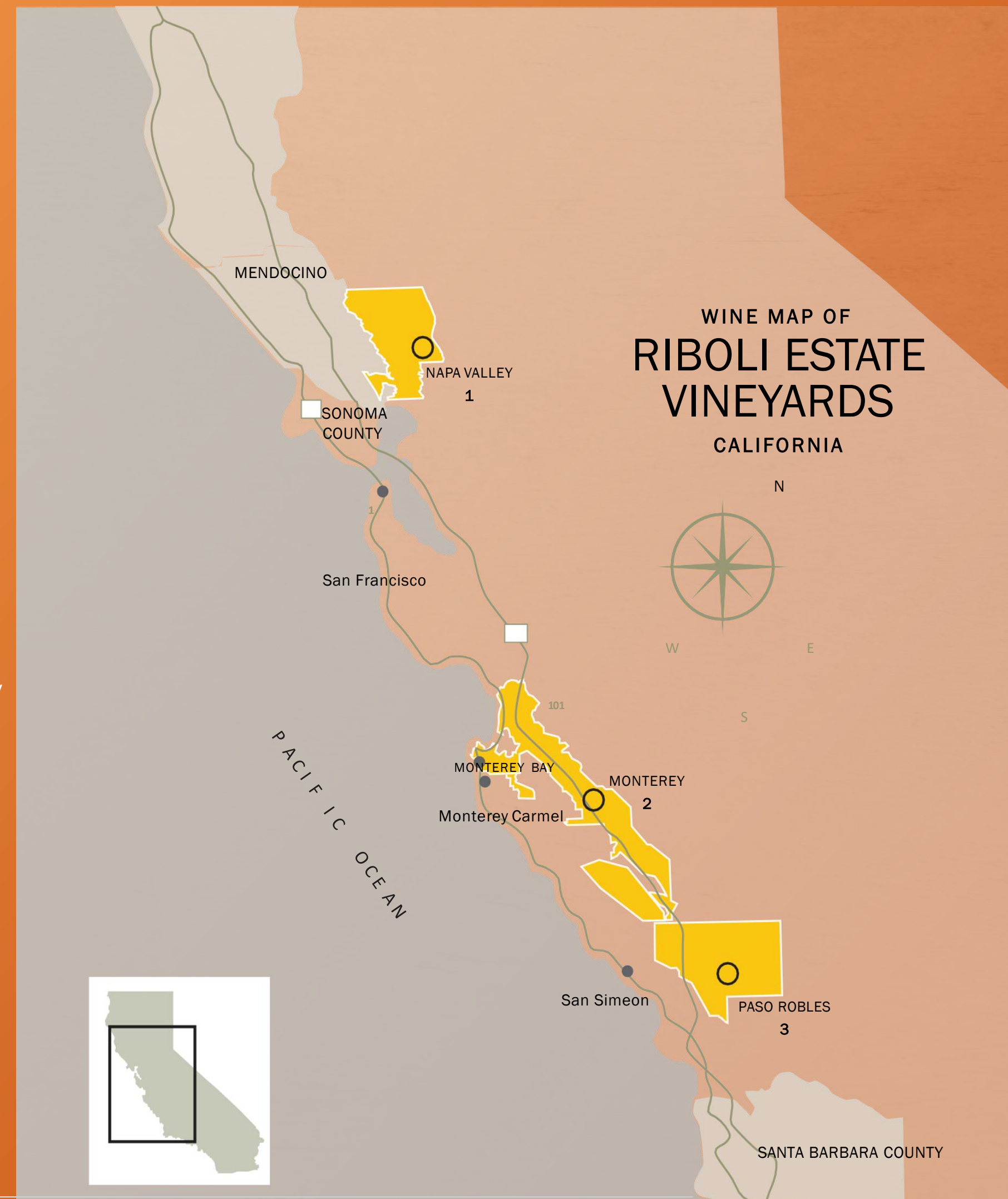
PASO ROBLES AVA

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

M
MADDALENA WINES

OPAQUE
Jada

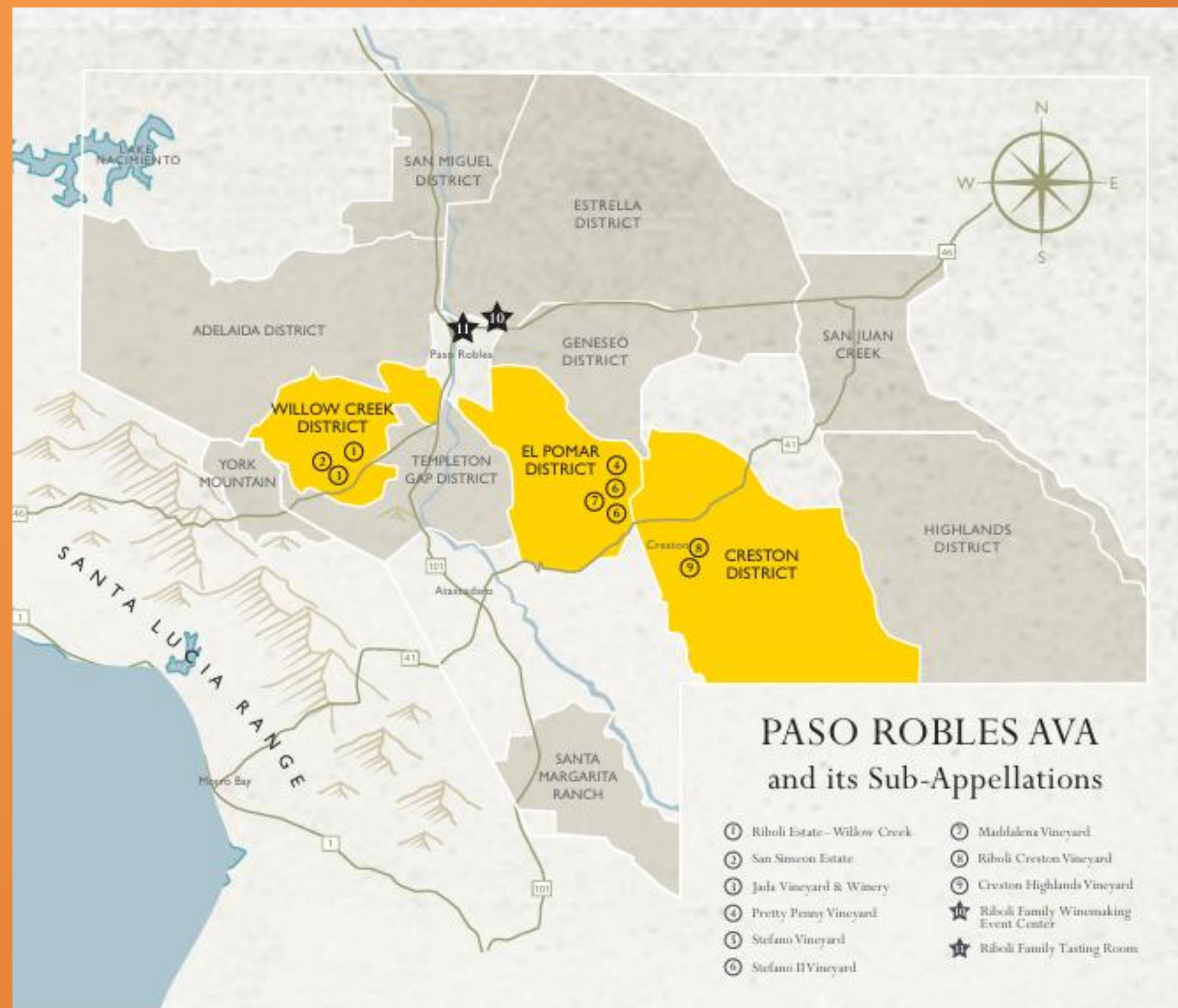
WINE MAP OF
RIBOLI ESTATE
VINEYARDS
CALIFORNIA



PASO ROBLES AVA

HIGHLANDS 41

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



MONTEREY AVA

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



OUR STORY



OUR STORY

Highlands 41 is more than wine. Within each bottle you will discover the thrill of exploration and the spirit of adventure. Named after historic Highway 41 and the rugged Creston Highlands AVA, Highlands 41 is the embodiment of the energy and excitement you get from breaking out and taking the road less travelled. Proudly rooted in Paso Robles, our wines embody the pioneer spirit that founded the area and the amazing undiscovered flavors that can be found here.

FIND YOUR ADVENTURE

PERSONALITY



OUR PERSONALITY

Modern, adventurous, and coastal-cool. Highlands 41 is the outdoorsy professional who spends Saturdays hiking Big Sur and Sundays opening a bold Cabernet being energetic, elevated, and forward-thinking.

DEMOGRAPHIC

Age: 25 - 44
Male & Female

Rooted in the dramatic landscapes of Monterey County, Highlands 41 captures the spirit of California’s untamed Central Coast. Shaped by cool ocean air and elevated vineyards, our wines reveal bold character balanced with coastal freshness. Each glass reflects a sense of movement and adventure, transporting you to windswept hills where land and sea converge.

WHO WE ARE:

Adventurous
Coastal
Modern
Elevated

WHO WE AREN’ T:

Traditional
Overly Formal
Rustic
Intimidating

WHAT WE ARE:

Coastal-Driven
Bold Yet Balanced
Contemporary
Refined Adventure

WHAT WE AREN’ T:

Old-World Traditional
Overly Polished
Sweet or Simple
Overcomplicated

- 1** Highlands 41 is the 5th largest brands among Paso Robles wines in the \$10-14.99 price segment, representing 4.5% of the segment's volume. *
- 2** All estate fruit from Paso Robles AVA with certified sustainable vineyard and winery with solar providing 100% of the electricity.
- 3** Highlands 41 Chardonnay is experiencing strong growth, with \$ sales up 11.4% year over year, outpacing category trends.*ce and repeat purchase, making it a smart portfolio addition.

TARGET SRP



AWARDS

- Cabernet Sauvignon – 91 pts Best Buy v. 2023 Wine Enthusiast
- Black Granite - 91 pts #1 Best Buy v. 2020 Wine Enthusiast
- Chardonnay - 90 pts Best Buy v. 2024 Wine Enthusiast
- Pinot Noir - 90 pts Best Buy v. 2023 Wine Enthusiast

COMPETITORS

Total Wine Category:

- J. Lohr
- Josh – Reserve Cab
- Smith & Hook
- The Stag

SRP

- Reds (750ml) - \$15.99
- Chardonnay (750ml) - \$14.99

OFF-PREMISE

HIGHLANDS 41



1. **Black Granite**
2. Cabernet Sauvignon
3. Chardonnay
4. Pinot Noir

Note: Items shown in green are included in the Elite 8 - Priority Focus SKUs

ON-PREMISE



1. **Black Granite**
2. Cabernet Sauvignon
3. Chardonnay
4. Pinot Noir

*Note: Items shown in **green** are included in the Elite 8 - Priority Focus SKUs*

CHANNEL STRATEGY

	UPSCALE CASUAL	FAMILY CASUAL	HOSPITALITY
KEY VARIETALS	PF Chang, Cheesecake	Applebee’s, TGIFridays	Marriott, Hyatt Catering
Red Blend	X	X	X
Cabernet Sauvignon	X	X	X

KEY SKU’S

KEY VARIETALS	FIVE S’S	NATIONAL 2YR ON-PREM PRICING	20L KEGS AVAILABLE
Cabernet Sauvignon		X	
Red Blend	X	X	X
Pinot Noir			X



PRODUCT LIST

- **Black Granite Red Blend Paso Robles**
- Cabernet Sauvignon Paso Robles
- Chardonnay Monterey
- Pinot Noir Monterey

NAMING CONVENTION

- **Highlands 41, Black Granite Red Blend, Paso Robles**
- Highlands 41, Cabernet Sauvignon, Paso Robles
- Highlands 41, Chardonnay, Monterey
- Highlands 41, Pinot Noir, Monterey

*Note: Items shown in **green** are included in the Elite 8 - Priority Focus Sku's*

THE BRAND



ABOUT HIGHLANDS 41 – THE BRAND

Highlands 41 was created in 2019 for those who embrace the thrill of exploration and taking the road less traveled. Each bottle captures the energy of discovery – the excitement of new places, meeting new people, and trying something new.

Rooted in Paso Robles, our wines reflect the pioneering spirit that defines the region and the bold, expressive character found within its vineyards. Crafted with intention and shaped by California’s dynamic landscape, Highlands 41 delivers wines that invite curiosity and reward adventure.

Inspired by the **Historic Highway 41** - connecting Yosemite’s mountains to the Pacific coastline in Cambria — the road winds through the heart of Paso Robles and the elevated highlands of the Creston District. It is this journey from peaks to coast that defines our identity: bold, elevated, and distinctly California.

FIND YOUR ADVENTURE

WINEMAKING



WINEMAKING TEAM

With over 60 years of combined experience, our winemaking team is comprised of 4th generation winemaker, Anthony Riboli, and Marty Spate. Highlands 41 wines are fermented and aged in our state-of-the-art winery.

SUSTAINABILITY

Millions of years ago, the vineyards of Highlands 41 were submerged beneath an ancient sea. As the waters receded, they left behind limestone-rich soils - an extraordinary foundation for growing expressive, structured wines. Today, protecting this unique landscape is central to our philosophy. Our winery operates with 100% of its electricity powered by solar energy, and we reclaim and recycle all wastewater to preserve the integrity of our land for generations to come.



Marty Spate – *Head Winemaker*

Anthony Riboli – *4th Generation Family & Winemaker*



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.



RIBOLI CRESTON

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: Cabernet Sauvignon

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: Black Granite, Cabernet Sauvignon

EL CAMINO REAL VINEYARD

El Camino Real Vineyard is in the Arroyo Seco appellation of Monterey. The vines are planted in well-drained sandy loam with fist-sized cobblestones. The region's cool climate with morning fog and afternoon breezes allows the full development of ripe fruit flavors and the preservation of balanced acidity.

Wines: Chardonnay, Pinot Noir

RANCHO SOLEDAD

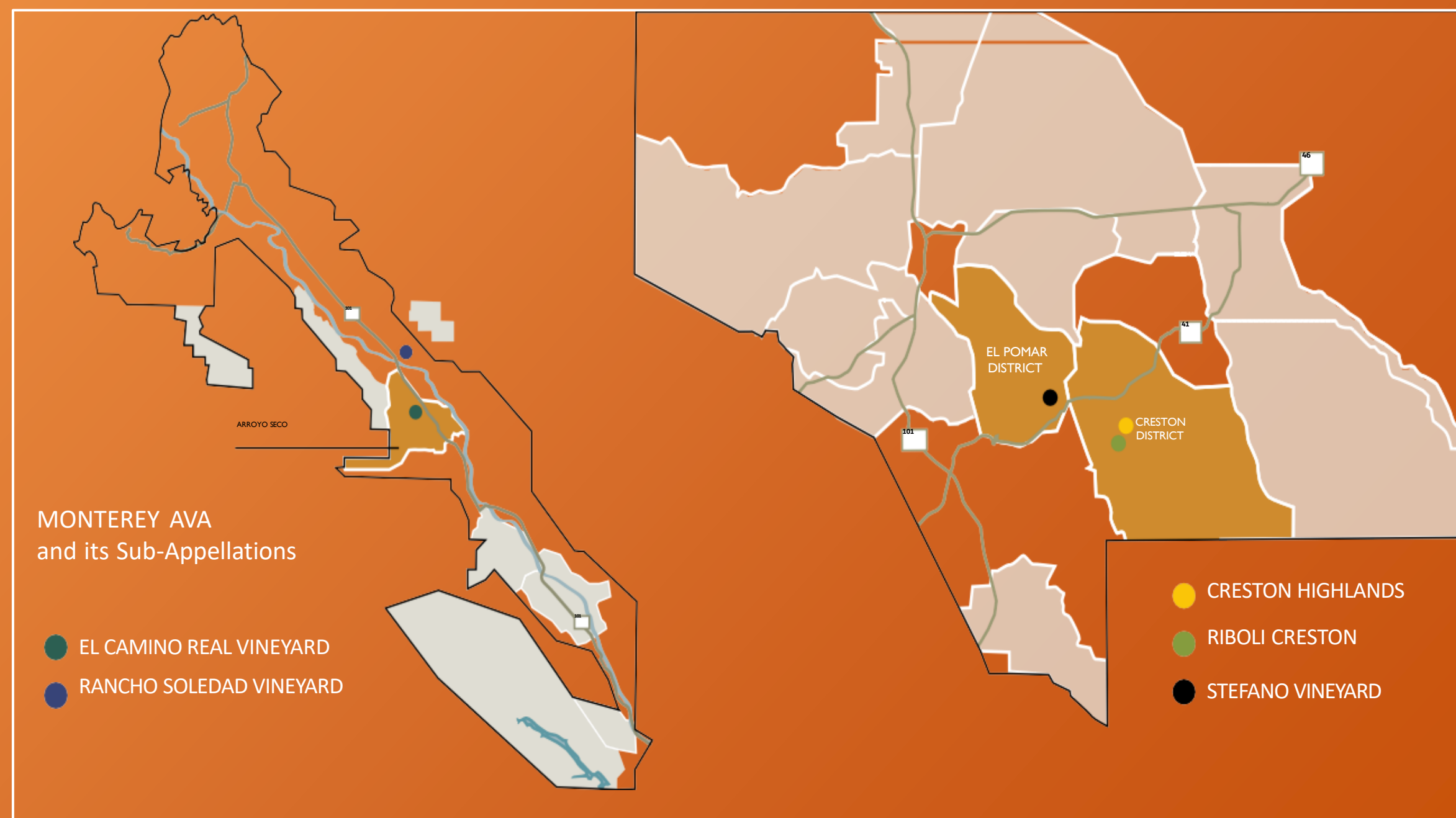
Rancho Soledad Vineyard, named after the nearby Soledad Mission founded in 1791, is located in the cool Monterey appellation. This region's morning fog, afternoon breezes, and decomposed granite soils contribute to ripe fruit flavors, balanced acidity, and natural minerality in the wines.

Wines: Chardonnay, Pinot Noir

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: Black Granite, Cabernet Sauvignon



EVOLUTION



NEW PACKAGING LAUNCHED 2025

FULL LINE UP





BLACK GRANITE RED BLEND

HIGHLANDS WINES 41



HIGHLANDS 41
2023 CABERNET
SAUVIGNON



HIGHLANDS 41
2023
BLACK GRANITE
RED BLEND



HIGHLANDS 41
2024 CHARDONNAY



HIGHLANDS 41
2023 PINOT NOIR

KEY TAKEAWAYS



KEY TAKEAWAYS

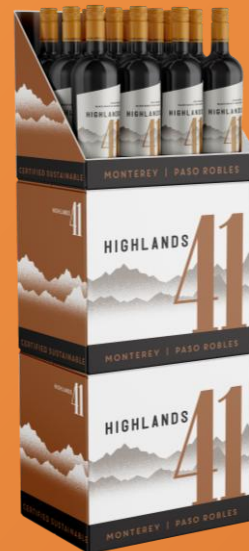
- Made from 100% estate grown fruit
- #1 Top 100 Best Buy from Wine Enthusiast 2022 (v2020 Highlands 41 Black Granite Red Blend)
- Highlands 41 is +61% in growth and is the leading driver of Paso Robles Cabernet (in the \$10-15 price point. Nielsen thru 4/15/23)
- Vineyards and Paso Robles winery are 100% certified sustainable



Priority #1 (High Traffic) – 12+ cases



Priority #2 (Medium Traffic) – 9+ cases



Priority #3 (Low Traffic) – 3+ cases

Priority 1 (High Traffic) Display Standards

Priority 1 Displays
12 case average

Product Mix:

- Black Granite Red Blend
- Cabernet Sauvignon
- Chardonnay
- Pinot Noir



Priority 2 (Medium Traffic) Display Standards

Priority 2 Displays
9 case average

Product Mix:

- Black Granite Red Blend
- Cabernet Sauvignon
- Chardonnay
- Pinot Noir



Priority 3 (Low Traffic)– Secondary Display Standards

Priority 3 Displays
3 case average

Product Mix:

- Black Granite Red Blend
- Cabernet Sauvignon



Cold Box Standards

- Chardonnay

Trade tools – Sell Sheets, Tech Notes, Educational One Pagers & Videos etc...

ABOUT HIGHLANDS 41

Highlands 41 is more than wine. Within each bottle you will discover the thrill of exploration and the spirit of rugged Creston Highlands AVA, Highlands 41 is the embodiment of the energy and excitement you get from rooted in Paso Robles, our wines embody the pioneer spirit that founded the area and the amazing undiscovered.

APPELLATIONS / TERROIR

FIND YOUR ADVENTURE

Varietal	Chardonnay	Pinot Noir	Black Granite Red Blend	Cabernet Sauvignon
Appellation	Monterey County	Monterey County	Paso Robles	Paso Robles
AVA	Monterey, Arroyo Seco	Monterey, Arroyo Seco	Creston District	Creston District
Vineyards	Rancho Soledad, El Camino	Rancho Soledad, El Camino	Creston Highlands, Riboli Creston	Riboli Creston, Creston Highlands, Stefano
Fermentation	100% Stainless Steel	100% Stainless Steel	100% Stainless Steel	100% Stainless Steel
Varietals	100% Chardonnay	100% Pinot Noir	45% Cabernet Sauvignon 25% Pinot Noir 10% Petite Sirah 10% Malbec 10% Pinot Noir	93% Cabernet Sauvignon 4% Pinot Noir 3% Petite Sirah 3% Pinot Noir
Oak	N/A	25% New French Oak 25% New American Oak 50% Neutral Oak	10% New French Barrels 10% New American Barrels 80% Neutral Barrels	100% New American and French Barrels
Aging	11 months	10 months	10 months	12 months
Winemaker Notes	Flavors of tropical fruit, honeysuckle and orange blossom.	Flavors of black cherry and strawberry jam with notes of spice and black pepper.	Layers of dark, ripe berries with notes of baking spices.	Vibrant flavors of dark berries and black plums with hints of baking spices.

*Wines are listed in Progressive Tasting Order

FIND YOUR ADVENTURE | HIGHLANDS41.COM

2022 BLACK GRANITE RED BLEND

PASO ROBLES, CALIFORNIA

REGION/VINTAGE NOTES

Crafted from our esteemed estate vineyards in Paso Robles the 2022 Highlands Black Granite Red Blend vintage is a testament to the region's distinctive terroir. Influenced by oakland soil derived from ancient marine deposits, the wine exhibits a characteristic minerality that adds depth. Pairing with a dry climate, the 2022 harvest was an early but fruitful one, with grapes growing steadily. This vintage shows great color and depth, and rising high on the fruit.

WINEMAKER/TASTING NOTES

The 2022 Highlands Black Granite Red Blend is a wine for those who crave a bold and flavorful wine for their bold and adventurous spirit. Distinguished by its vibrant color and heightened fruit presence, and its subtle oak aging, the wine reveals layers of dark, ripe berries with notes of rounded, warm baking spices. The palate is smooth and lush with a long, smooth finish.

SUSTAINABILITY

Sustainable is our priority. Our Paso Robles and Monterey vineyards are certified sustainable (CRAFT). All our bottles are sourced from a Paso Robles vineyard. We are proud to provide 100% of the needed electricity and water for our winery, along with sustainable practices for our vineyards.

TECHNICAL INFORMATION

APPPELLATION	VINEYARDS
Paso Robles	Creston Highlands
AVA	Monterey, Arroyo Seco
Creston District	VARIETAL BREAKDOWN
OAK	45% Cabernet Sauvignon
25% New American Barrels	25% Pinot Noir
25% New French Barrels	10% Petite Sirah
10% Neutral Barrels	10% Malbec
10% Pinot Noir	10% Pinot Noir
ALCOHOL	ALCOHOL
13.8%	13.8%
PH	PH
3.4	3.4

BEST BUY

100% MONTEREY COUNTY

REBECCA POWELSON

Vice President Fine Wine & International Sales

TRADE TOOLS

HIGHLANDS 41



Case Sleeve



MIR Coupon IRC Coupon



Case Cards



9 Case Display



Case Display

Appendix