



SALES BRIEF

2024 HELL’S KITCHEN WHITE

90% Viognier, 10% Marsanne

A Fresh Spin on White Rhone

Introducing a bold, aromatic white Rhône blend that reimagines tradition. Inspired by the energy of our flagship Hell’s Kitchen red and the innovation of California’s Central Coast, the 2024 Hell’s Kitchen WHITE is Jada’s first white wine designed for broader distribution. Distinct from our WCD-focused XCV Viognier, this wine opens a new chapter for Jada in reach and style.

Why Hell’s Kitchen WHITE?

- **Market Reach:** Crafted for wholesale, with scalable volume and a more accessible price point (SRP: \$42).
- **Distinct Sourcing:** Sourced primarily from Creston Highlands and Stefano Vineyards (East Side), with aromatic lift from Riboli Estate (Willow Creek).
- **Rhône Vision:** Modeled after our signature red blend, this inaugural white leans into a Northern Rhône style and can be sold as a single-varietal wine (Viognier) or blend, with future potential for Southern Rhône additions like Roussanne & Grenache Blanc as the wine scales.

Feature	Hell’s Kitchen WHITE	XCV Viognier
Vineyard Sources	Creston Highlands, Stefano, Riboli	100% Estate (Willow Creek District)
Style Intent	Bold, aromatic, scalable	Elegant, site-driven, small lot
Varietal Composition	Viognier + Marsanne (88/12)	100% Viognier
Mouthfeel & Finish	Crisp, layered, Rhône-style	Rich, lush, stone fruit-focused
Distribution Strategy	Wholesale	DTC and Club

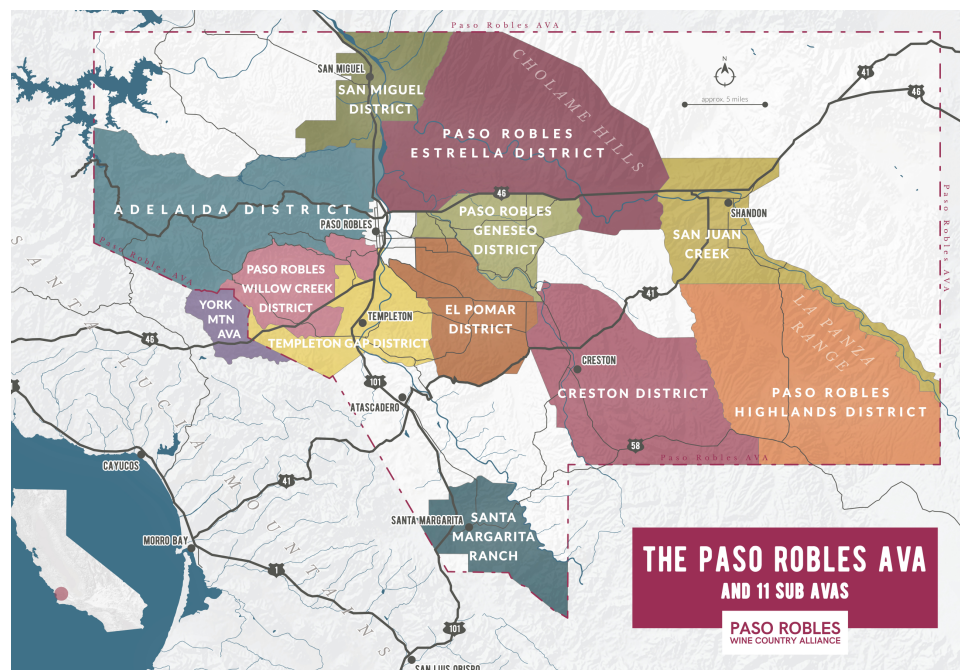
Understanding the Regions

Willow Creek District (West Side Paso)

- Cool, marine-influenced
- Calcareous shale & limestone-rich soils
- Elevations up to 2,000 ft
- Produces wines with higher acid, more minerality

East Side Paso

- Warmer, drier climate
- Sandy/alluvial soils, more vigorous
- Earlier ripening, lower acid
- Wines tend to be fuller, softer, tropical



Summary: Why It Matters

2024 Hell's Kitchen WHITE brings Jada's high-quality standards into the wholesale channel with a wine crafted for broader appeal, anchored in Rhône tradition but driven by Paso Robles diversity.

SRP: \$42

Cases Produced: 142

Wholesale Focused | High-Impact White Rhone Blend | Scalable Future Offering