



2024 HELL'S KITCHEN

Gotham Series White Blend

NEW!

Jada Vineyard came into being in 1999 when fields of golden barley were planted over to grapevine by the Messinas, second-generation Italian immigrants from Brooklyn, NY who traveled to Paso Robles as one of the pioneering families of the Westside. Their ambition was to establish a small, sustainable estate vineyard that would produce world-class Rhônes and Bordeaux. By 2005, Jack Messina, the original founder, had named his 55-acre estate, Jada. Today, the Riboli Family, from Piedmont, Italy, continues this pioneering tradition and ambition to produce only the best organically farmed, estate wines.

Why Gotham Series?

Expand Wholesale Access

Introduce Jada's 'cult' quality at a more approachable price

Strategic Growth

Scale production while protecting quality, broadening the brand's reach

National Play

Positioned exclusively for wholesale distribution as a strategic extension of the Jada Hell's Kitchen name

Key Points

Launch: October 2025

Vintage: 2024

New Blend:

Varietal make-up: Sauvignon Blanc 43%, Viognier 34%, Picpoul Blanc 7%, Chardonnay 7%, Marsanne 5%, Roussanne 2%, & Sauvignon Gris 2%

Production:

2000 cases (6 packs)

Future Gotham Series Expansion:

Red Blend and Cabernet Sauvignon (Launching fall 2026)

