





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.

2026

The Riboli Family opens the new San Simeon Tasting Room in prestigious Willow Creek District, Paso Robles.

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.

2023

Launched the Avanti Division, expanding the portfolio to include international fine wine brands.



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

HIGHLANDS
WINES 41

MONTEREY AVA

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

WINDSTREAM


MADDALENA


SAN SIMEON

HIGHLANDS
WINES 41

PASO ROBLES AVA

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


MADDALENA

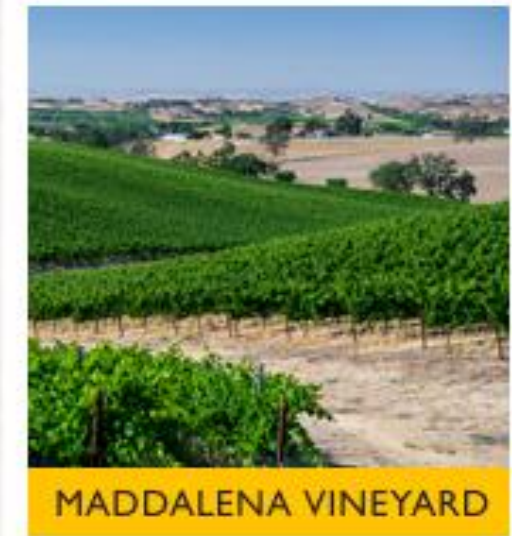
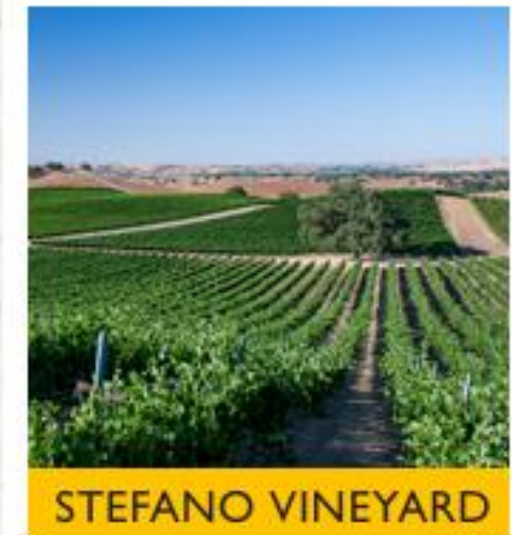
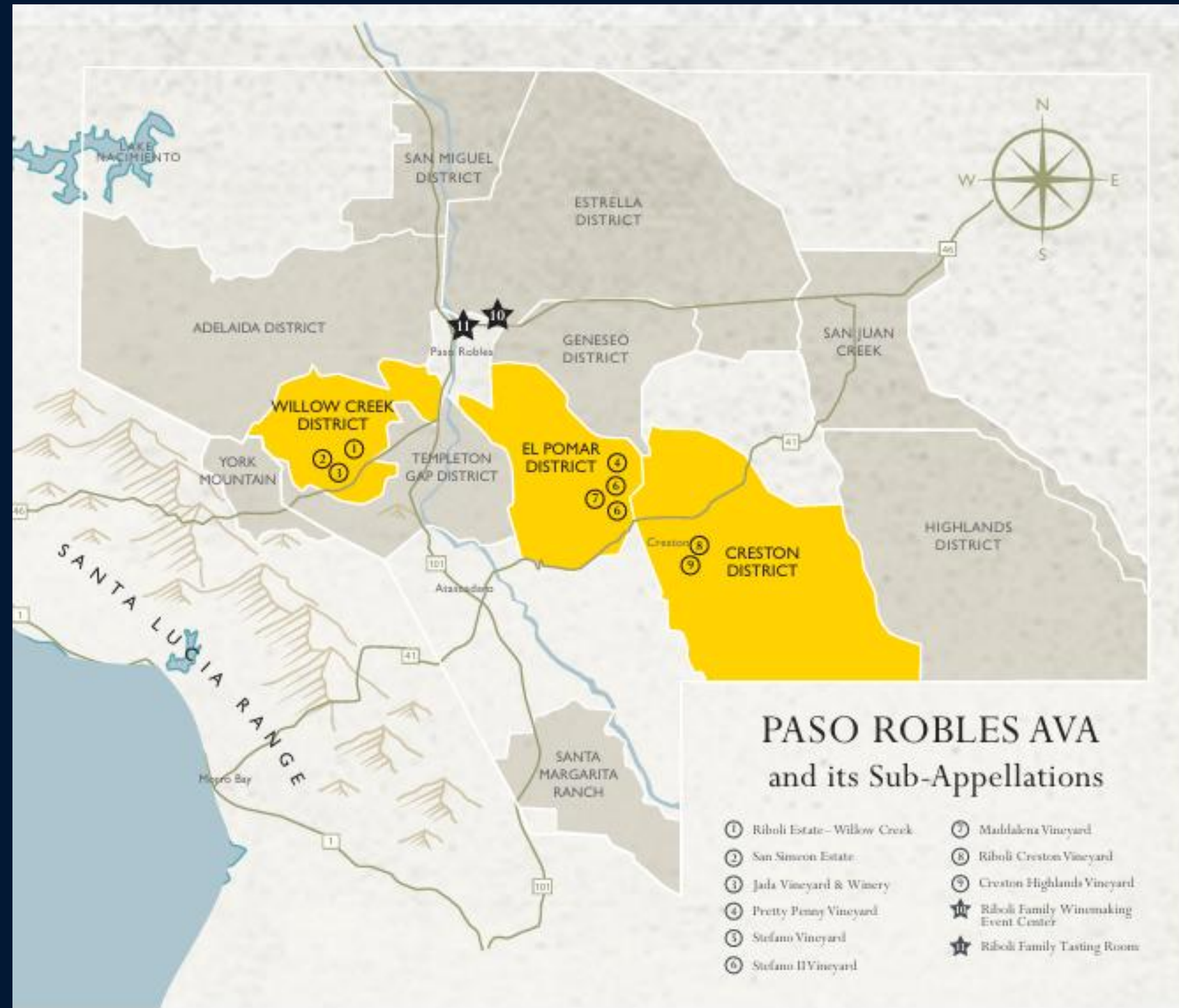
OPAQUE

Jada



PASO ROBLES AVA

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

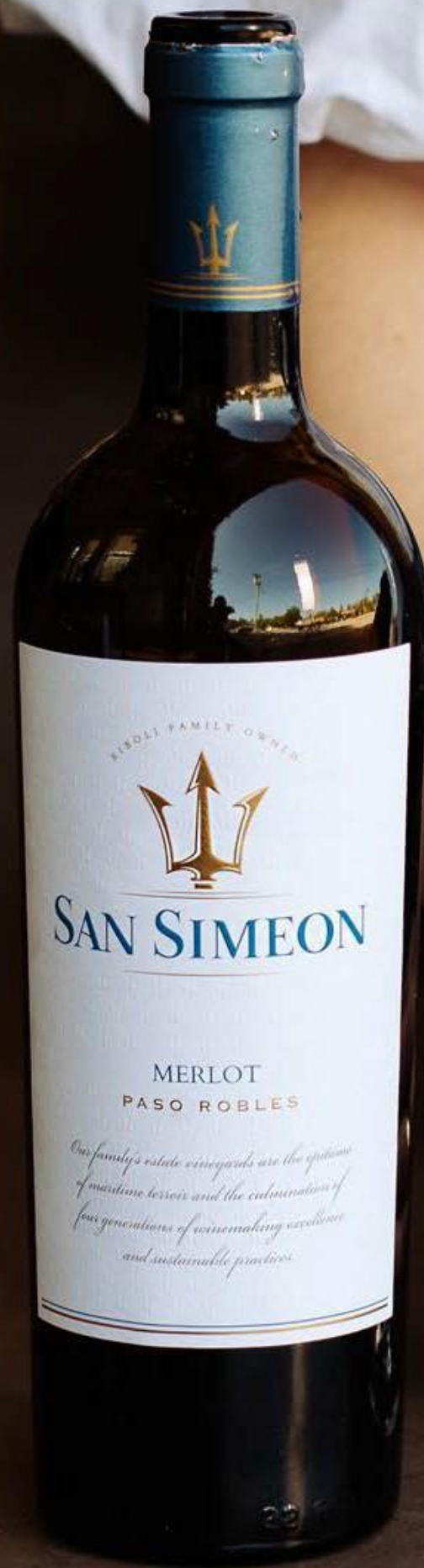


MONTEREY AVA

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



OUR STORY



OUR STORY

San Simeon Wines are terroir-driven wines shaped by unique soils and the Pacific Ocean's influence, which cools the vineyards at night to give our wines their distinct freshness. As our name pays homage to the vital role the fog and cool air from the sea plays in our vineyards, our wines are crafted to provide a sense of place and can only be described as rugged, refined, respected.

PERSONALITY



OUR PERSONALITY

Confident, classic, and quietly refined. San Simeon feels like the host who knows how to set the table beautifully without showing off - grounded in California heritage, dependable, and polished without being flashy

POSITION

DEMOGRAPHIC

Age: 35 - 65

Male & Female

For wine lovers who enjoy the finest varietals, San Simeon delivers remarkable complexity that defines its California coastal roots. Influenced and transformed by the Pacific ocean's mist that drifts toward our hillside vineyards, our wine captivates you with every sip. As you enjoy our wines, you'll feel as if you're transported to the cool coastal nights of our family-owned vineyards.

WHO WE ARE:

Ambitious
Genuine
Humble Beginnings
Estate-Based Family-Owned

WHO WE AREN'T:

Pretentious
Pompous Old,
Boring
Aggressive
Esoteric

WHAT WE ARE:

Quality-forward Meticulously
crafted Locally & estate
grown Vine-to-Bottle
Unpretentious

WHAT WE AREN'T:

Snobby
Mass produced
Corporate Generic
Corner cutters

KEY SELLING POINTS



RFW is now the **#7** largest Paso Robles supplier in \$ volume*

- 1** San Simeon Sauvignon Blanc is the **#1** fastest-growing varietal
- 2** These wines Paso Robles Red Blends 3.6% vs YA \$30-49.99 segment + 22.6% - a valuable opportunity to capture premium trade-up consumers
- 3** San Simeon is the **5th** largest brand among Paso Robles wines in the \$20-24.99 price segment

*Data source: NIQ; Total US xAOC + Liquor Open State + Conv; Latest 52 weeks ending 5/17/25

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

TARGET SRP



AWARDS

- Cabernet Sauvignon - 91 pts v. 2022 Wine Enthusiast
- Viognier – 91 pts Best Buy v. 2023 Wine Enthusiast
- Grenache Rosé - 91 pts v. 2024 Wine Enthusiast
- Syrah- 90 pts v. 2021 Wine Enthusiast

COMPETITORS

Total Wine Category:

- Daou
- Austin Hope

SRP

- Cabernet (750ml) - \$25.99
- Pinot Noir (750ml) - \$26.99
- Other Reds (750ml) - \$22.99
- Whites Rose (750ml) - \$18.99
- Viognier (750ml) - \$19.99
- Stormwatch/Reserve Cab (750ml) - \$55.99

OFF-PREMISE



1. Cabernet Sauvignon
2. Chardonnay
3. Sauvignon Blanc
4. Pinot Noir

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

ON-PREMISE



1. Cabernet Sauvignon
2. Chardonnay
3. Pinot Noir
4. Viognier*

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

ON-PREMISE

CHANNEL STRATEGY

	FINE DINING	UPSCALE CASUAL
KEY VARIETALS	Morton's Capital Grill	PF Chang, Cheesecake
Cabernet Sauvignon		
Chardonnay	X	X
Sauvignon Blanc	X	X
Pinot Noir	X	X

KEY SKU'S

	FIVE S'S	NATIONAL 2yr ON- PREM PRICING
Cabernet Sauvignon	X	
Chardonnay		
Sauvignon Blanc		X
Pinot Noir		

MENU NAMING



PRODUCT LIST

- Cabernet Sauvignon Paso Robles
- Chardonnay Monterey
- Sauvignon Blanc Paso Robles
- Pinot Noir Monterey
- Viognier Paso Robles
- Grenache Rosè Single Vineyard Designate Paso Robles Santo Stefano

NAMING CONVENTION

- San Simeon, Cabernet Sauvignon, Paso Robles, CA
- San Simeon, Chardonnay, Monterey, CA
- San Simeon, Sauvignon Blanc, Paso Robles, CA
- San Simeon, Pinot Noir, Monterey, CA
- San Simeon, Viognier, Paso Robles, CA
- San Simeon, Grenache Rosè Single Vineyard Designate, Paso Robles Santo Stefano, CA

Note: Items shown in green are included in the “Elite 8”

THE BRAND

ABOUT SAN SIMEON – THE BRAND

San Simeon Wines were established in 1992 and are backed by over a century of winemaking expertise from the Riboli Family, whose winery was founded in 1917.

Guided by the enduring symbol of the powerful and respected trident, each bottle of San Simeon wine is a testament to our commitment to excellence and the unyielding standards we uphold. This emblem, representing strength and distinction, marks every encounter with our wines—from the vineyard to the glass.

NEVER COMPROMISE. EXPECT EXCELLENCE.





SAN SIMEON ESTATE

6996 Peachy Canyon Road,
Paso Robles, CA 93446

SENSE OF PLACE

Opening August 2026



EXPERIENCES



CULINARY PAIRINGS



WINE TASTING



WINE CLUB

WINEMAKING



WINEMAKING TEAM

We exist to create the highest quality wines from 100% estate- grown and certified sustainable grapes that are meticulously farmed and fermented to yield the most elevated flavors and aromas for the most discerning to enjoy.

SUSTAINABILITY

We exist to create the highest quality wines from 100% estate- grown and certified sustainable grapes that are meticulously farmed and fermented to yield the most elevated flavors and aromas for the most discerning to enjoy.





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: Sauvignon Blanc, Merlot, Stormwatch Red Blend

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

PRETTY PENNY 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

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: Sauvignon Blanc, Merlot, Stormwatch Red blend

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, Pinot Noir

EL CAMINO REAL VINEYARD

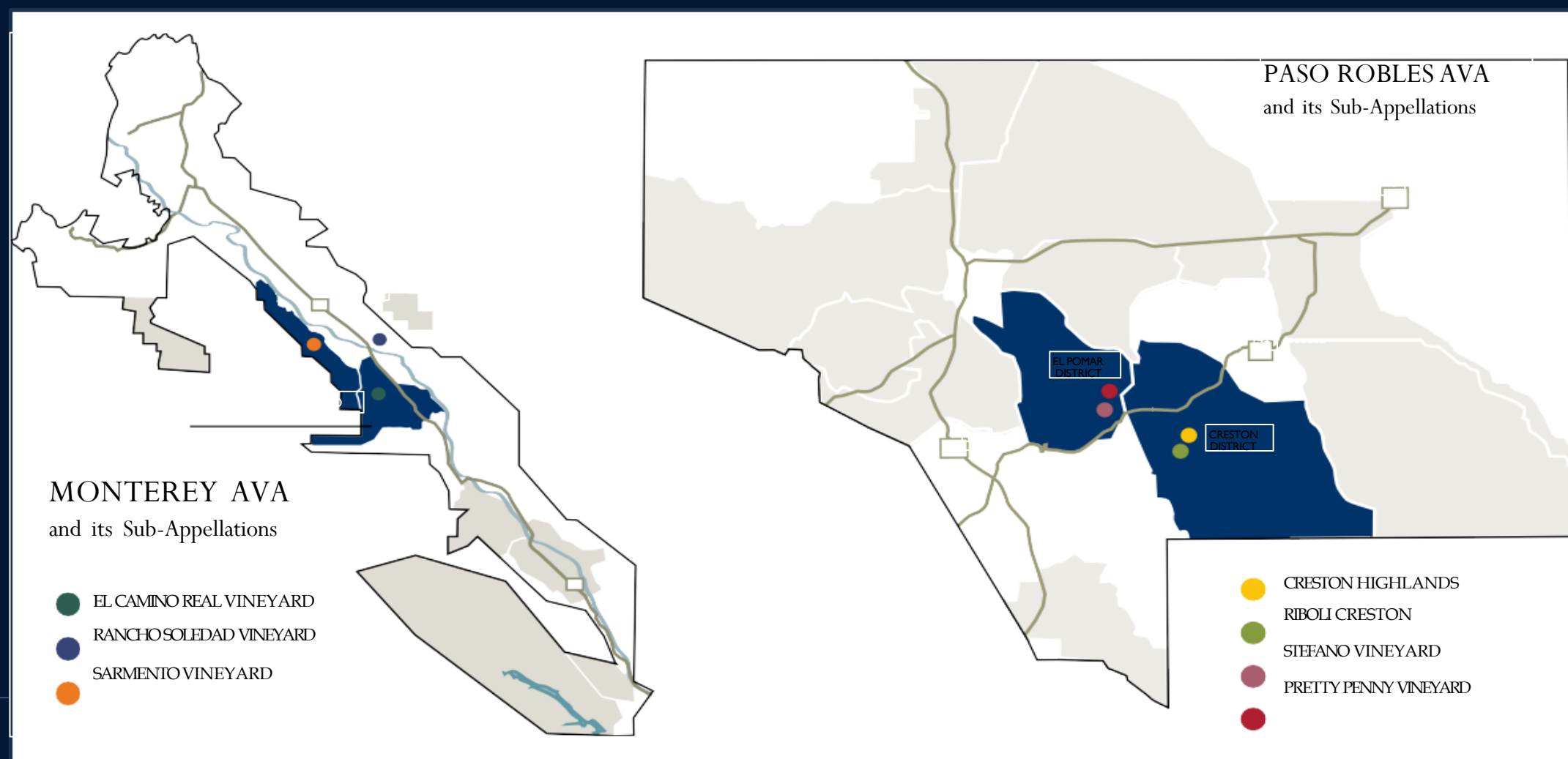
El Camino Real Vineyard is in the Arroyo Seco appellation of Monterey. The vines are planted in well-drained sandy loam with fist-sized cobblestones. The region's cool climate with morning fog and afternoon breezes allows the full development of ripe fruit flavors and the preservation of balanced acidity.

Wines: Chardonnay, Pinot Noir

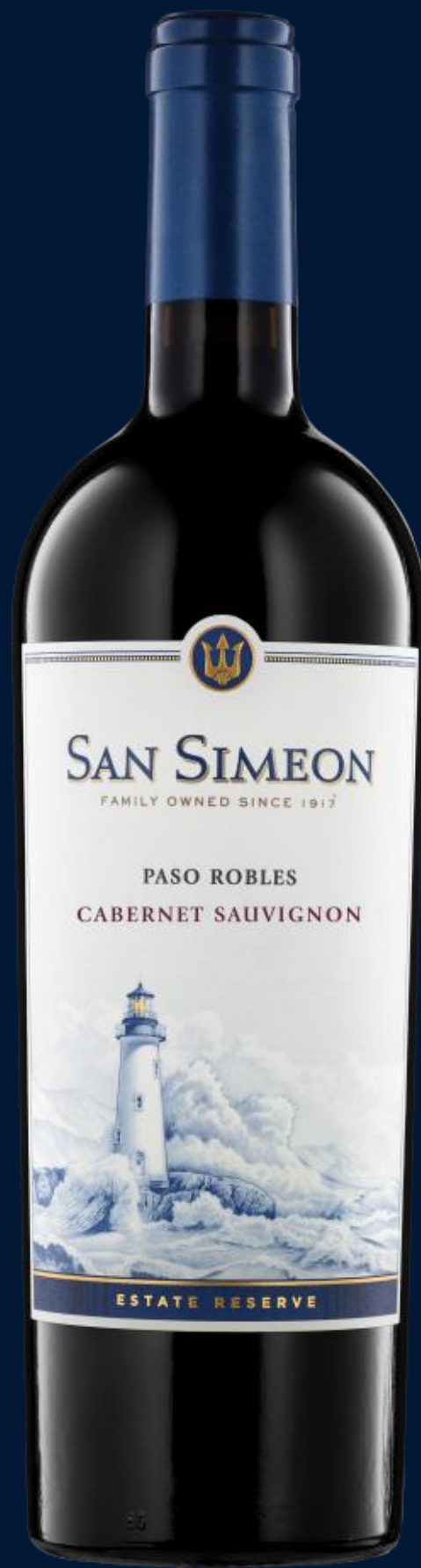
STEFANO VINEYARD

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: Viognier, Grenache Rosé, Cabernet Sauvignon, Petite Sirah, Reserve Cabernet Sauvignon, Stormwatch Red Blend



EVOLUTION



CLASSIC TIER



PRIORITY SKU'S

Four key focus SKUs
drive 80% of San
Simeon volume



CABERNET
SAUVIGNON



CHARDONNAY



SAUVIGNON
BLANC



PINOT NOIR

RESERVE TIER

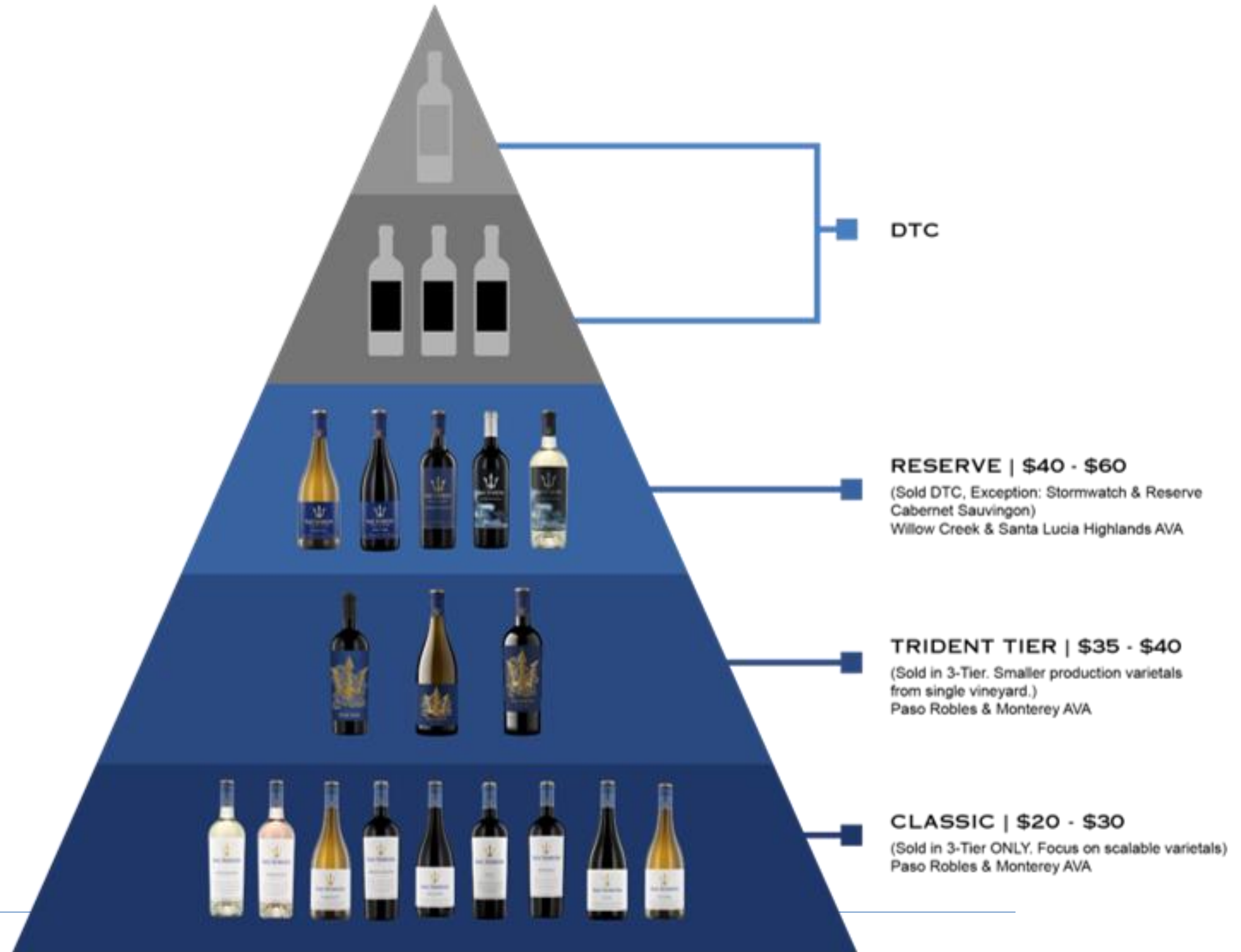


STORMWATCH RED BLEND



RESERVE CABERNET SAUVIGNON

HIERARCHY





SAN SIMEON

WINE ENTHUSIAST

— ACCOLADES —

STORMWATCH BORDEAUX RED BLEND
PASO ROBLES 2022



91
POINTS

RESERVE CABERNET SAUVIGNON
PASO ROBLES 2022



91
POINTS

STORMWATCH WHITE BLEND
PASO ROBLES 2023



91
POINTS

RESERVE PINOT NOIR
MONTEREY 2022



91
POINTS

PETITE SIRAH
PASO ROBLES 2021



92
POINTS

VIOGNIER
PASO ROBLES 2023



TOP 100
BEST BUY
WINE ENTHUSIAST
91

CABERNET SAUVIGNON
PASO ROBLES 2022



91
POINTS

GRENADE ROSE
PASO ROBLES 2023



BEST BUY
90
POINTS

PINOT NOIR
MONTEREY 2023



90
POINTS

SAUVIGNON BLANC
PASO ROBLES 2023



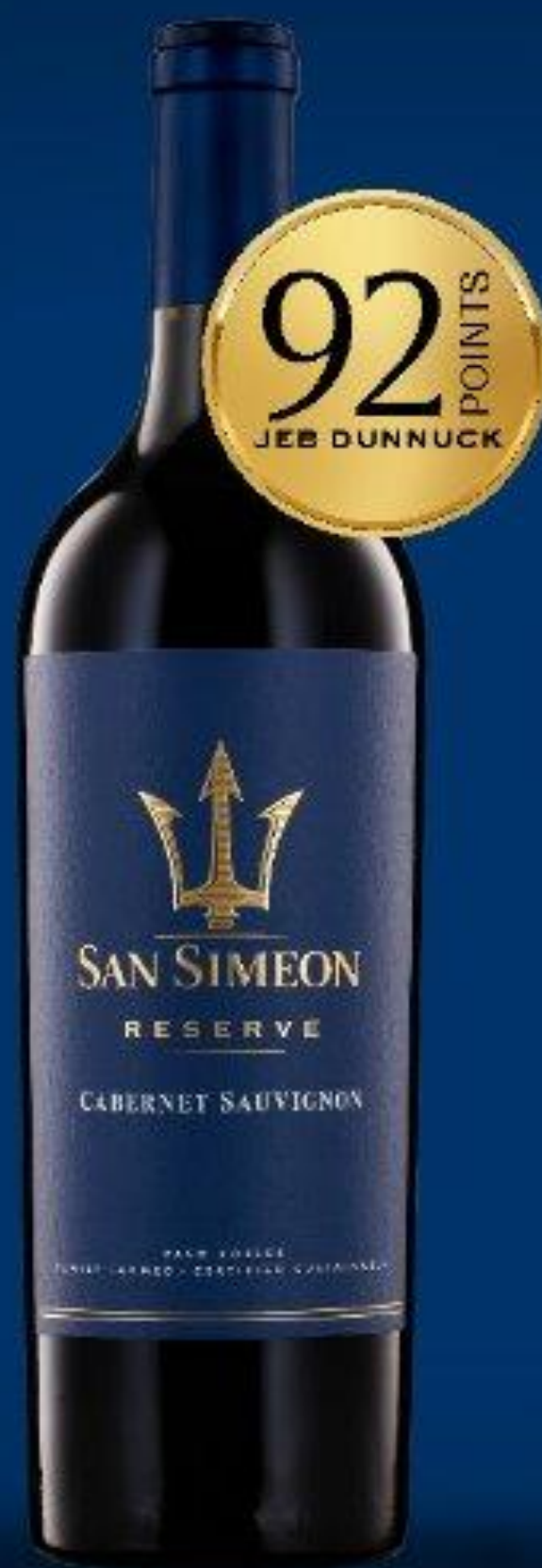
BEST BUY
89
POINTS

CHARDONNAY
MONTEREY 2022



BEST BUY
88
POINTS

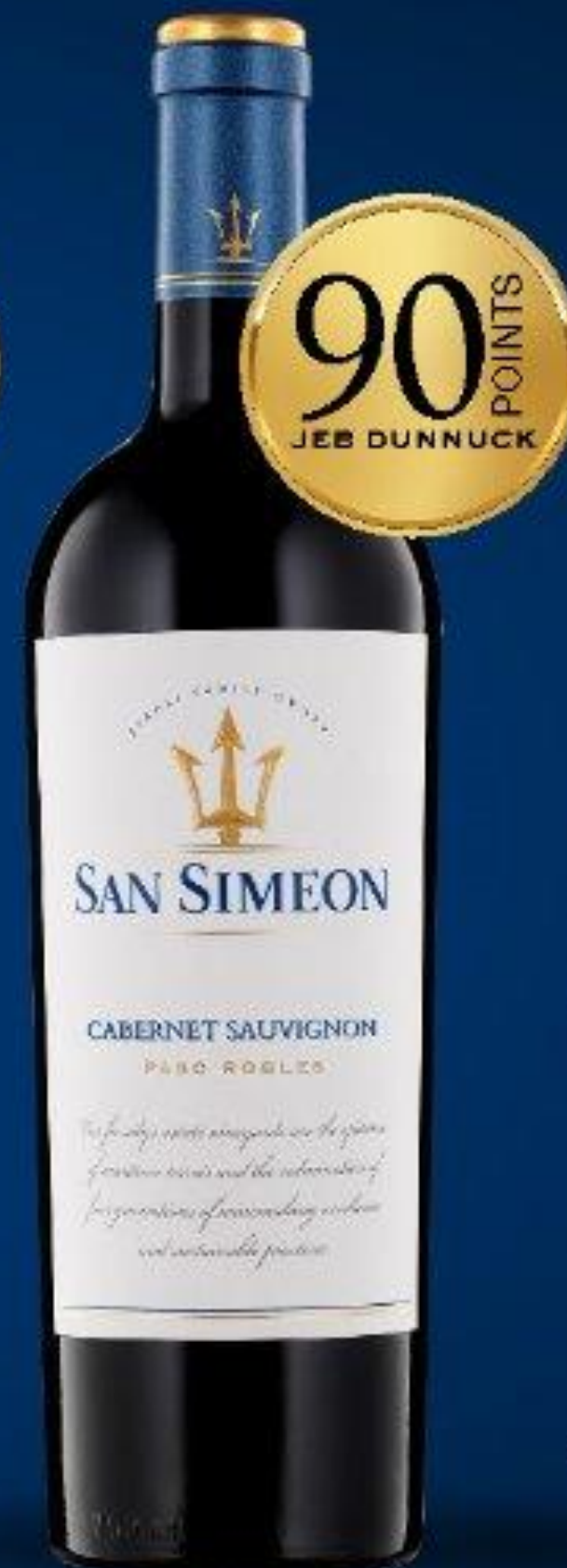
SAN SIMEON
JEB DUNNUCK
— ACCOLADES —



2022 Reserve
Cabernet Sauvignon



2022 Reserve
Stormwatch
Red Blend



2023
Cabernet Sauvignon



2021
Syrah

KEY TAKEAWAYS



1 San Simeon wines are a quality-driven brand that punches above its price point. Leading to one of the fastest growing Cabs for Paso in 2025.

2 These wines feature fruit from highly regarded Central Coast regions— Paso Robles and Monterey. These cooler-climate coastal vineyards produce grapes with excellent balance and character.

3 San Simeon has delivered strong volume growth in recent years, emerging as one of the faster-growing brands in its category. Its momentum reflects strong consumer acceptance and repeat purchase, making it a smart portfolio addition.

ACTIVATIONS

San Simeon Lounge at The Greek – Los Angeles





Priority #1 (High Traffic) – 9 cases



Priority #2 (Medium Traffic) – 6 cases



Priority #3 (Low Traffic) – 3 cases

Priority 1 (High Traffic) Display Standards

Priority 1 Displays
9 case average

Product Mix:

- Cabernet Sauvignon
- Chardonnay
- Sauvignon Blanc
- Pinot Noir



Priority 2 & 3 (Medium & Low Traffic) Secondary Display Standards

Priority 2 Displays
6 case average

Priority 3 Displays
3 case average

Product Mix:

- Cabernet Sauvignon
- Chardonnay



Cold Box Standards

- Chardonnay
- Sauvignon Blanc



TRADE TOOLS

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



**SAN SIMEON**

NEVER COMPROMISE. EXPECT EXCELLENCE.

ABOUT SAN SIMEON

San Simeon Wines are terroir-driven wines shaped by unique soils and the Pacific Ocean's influence, which cools the vineyards at night to give our wines their distinct freshness. As our name pays homage to the vital role the fog and cool air from the sea plays in our vineyards, our wines are crafted to provide a sense of place and can only be described as rugged, refined, respected.

APPELLATIONS / TERROIR

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: Sauvignon Blanc, Merlot, Stormwatch Red Blend

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

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: Sauvignon Blanc, Merlot, Stormwatch Red Blend

PRETTY PENNY 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

EL CAMINO REAL 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: Chardonnay, Pinot Noir

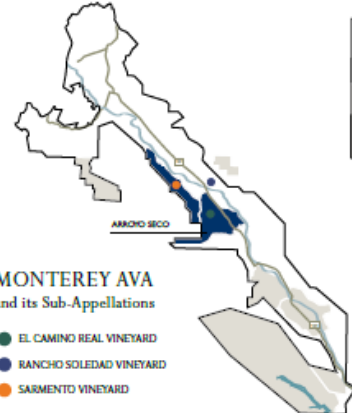
SARMENTO VINEYARD

Sarmiento 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

STEFANO VINEYARD

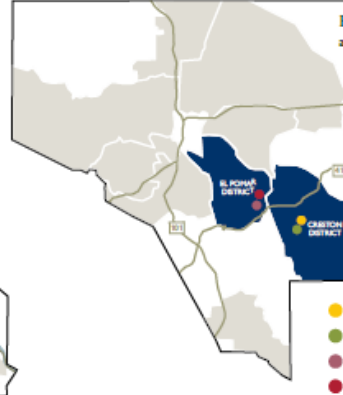
Our Stefano Vineyard, a prestigious El Pomar Paso Robles, features steep, multicolored rocky slopes and cool afternoon breezes from the Pacific Ocean via the Templeton Gap. The vines, planted high on terracing terraces of the Santa Lucia Highlands, overlook the Salinas River Valley.

Wines: Vignoles, Grapes, Cabernet Sauvignon, Reserve Cabernet Sauvignon, Stormwatch Red Blend



MONTEREY AVA and its Sub-Appellations

- EL CAMINO REAL VINEYARD
- RANCHO SOLEDAD VINEYARD
- SARMENTO VINEYARD



PASO ROBLES AVA

- CRESTON DISTRICT
- EL CAMINO REAL VINEYARD
- RANCHO SOLEDAD VINEYARD
- SARMENTO VINEYARD

**SAN SIMEON**

For more information, visit www.sansimeonwines.com



Wine	Pinot Noir	Sparkling	Merlot	Pinot Noir	Cabernet Sauvignon	Stormwatch	Reserve Cabernet Sauvignon
Appellation	Monterey County	Paso Robles	Paso Robles	Paso Robles	Paso Robles	Paso Robles	Paso Robles
AVA	Santa Lucia Highlands, Arroyo Seco	El Pomar District	El Pomar District	El Pomar District	El Pomar District	Creston District, El Pomar District	El Pomar District
Vineyard	San Simeon, El Camino Real	Madroño	Madroño, Riboli Creston	Stefano, Madroño	Stefano, Riboli Creston	Stefano, Riboli Creston	Stefano, Riboli Creston
Varietal	100% Pinot Noir	100% Sparkling	100% Merlot	100% Pinot Noir	100% Cabernet Sauvignon	100% Cabernet Sauvignon	100% Cabernet Sauvignon
Oak	40% New French Oak, 60% American Oak	70% New French Oak, 30% American Oak	20% New French Oak, 80% American Oak	20% New French Oak, 80% American Oak	20% New French Oak, 80% American Oak	20% New French Oak, 80% American Oak	20% New French Oak, 80% American Oak
Aging	12 months	12 months	18 months	18 months	18 months	18 months	18 months
Winemaker Notes	Rich, dark, and elegant with a touch of complexity.	Rich, dark, and elegant with a touch of complexity.	Rich, dark, and elegant with a touch of complexity.	Rich, dark, and elegant with a touch of complexity.	Rich, dark, and elegant with a touch of complexity.	Rich, dark, and elegant with a touch of complexity.	Rich, dark, and elegant with a touch of complexity.

*Wines are bottled in Progressive Tasting Casks

RUGGED. REFINED. RESPECTED | SANSIMEONWINES.COM

**SAN SIMEON**

NEVER COMPROMISE. EXPECT EXCELLENCE.

2022 SAN SIMEON PASO ROBLES VIOGNIER

Region/Vintage Notes

Our San Simeon Viognier comes from the Paso Robles appellation, providing the ideal climate for growing grapes. A dry climate with warm days allows for complete maturation of the grapes and creates ripe fruit flavors. Cool nights created by the maritime influence of the Pacific Ocean help preserve the natural acidic balance of the grapes. The nose of this Viognier reveals bright floral aromas, followed by notes of ripe peach and tropical flowers, providing this well-balanced wine with a lengthy finish.

Winemaker/Tasting Notes

San Simeon Viognier is a bright, luscious wine with ripe flavors of peach and stone fruit, with a touch of honey. The nose reveals bright floral aromas and the mineral notes express the rocky terrain of the vineyard. This structured and well-balanced wine shows a lengthy finish. Enjoy San Simeon Viognier with Chicken chicken salad or linguine and shrimp.

Sustainability

Sustainability is a top priority at San Simeon. Our Paso Robles vineyards are certified sustainable by the rigorous California Sustainable Wine Alliance (CSWA). At our Paso Robles winery, solar panels provide 100% of the needed electricity, and wastewater is effectively reclaimed and recycled for additional use.

Technical Information

Appellation	Paso Robles
AVA	El Pomar District
Vineyard	Stefano
Varietal	100% Viognier
Winemaker	Michael





POS TOOLS

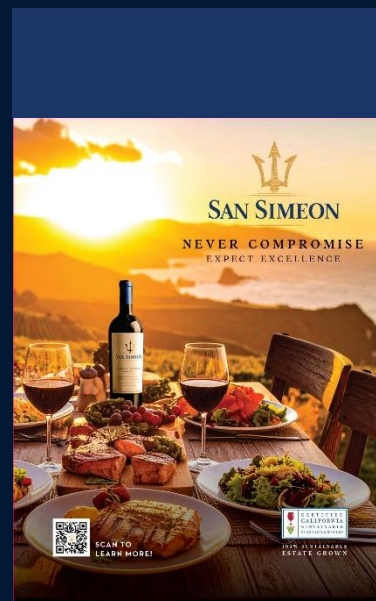
Case Sleeve



Case Cards



Case Tucker



9 Case Display



3 Case Display



Appendix