



HIGHLANDS 41

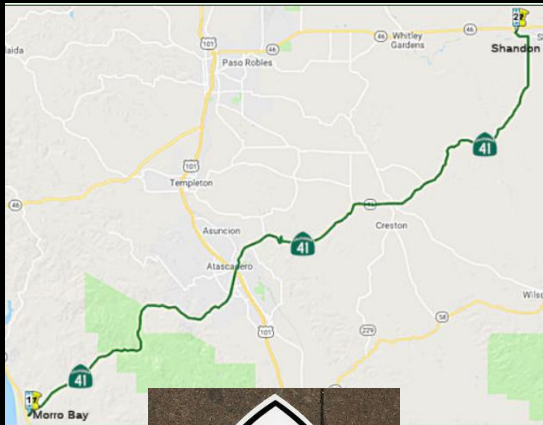
The Story Behind the Name



The inspiration for our name comes from both the land from which our wines are planted and the road that runs along side it.

Creston Highlands Vineyard is one of the Riboli Family's Paso Robles sustainably farmed estate vineyards. It is from this vineyard and the historic highway which runs past it that Highlands 41 gets its name.

The **Historic Highway 41** was created connecting Yosemite to Cambria and the mountains to the sea. Along the way, Highway 41 runs directly through the heart of Paso Robles AVA and the highlands of the Creston District.



Brand Story

THE SPIRIT OF ADVENTURE

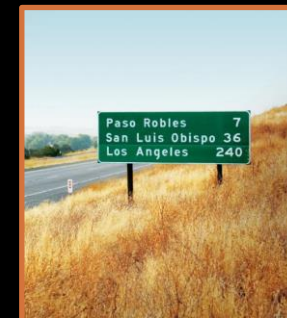
Highlands 41 is made for those who embrace the thrill of breaking out and taking the road less travelled.

Each bottle of Highlands 41 captures the energy and excitement of visiting somewhere new, meeting new people, and trying something new.

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.

Highlands 41 will take you on a journey unlike any other you have experienced with a California wine.

FIND YOUR ADVENTURE.



PRIORITY SKUs



**BLACK GRANITE
RED BLEND**



PINOT NOIR



CHARDONNAY

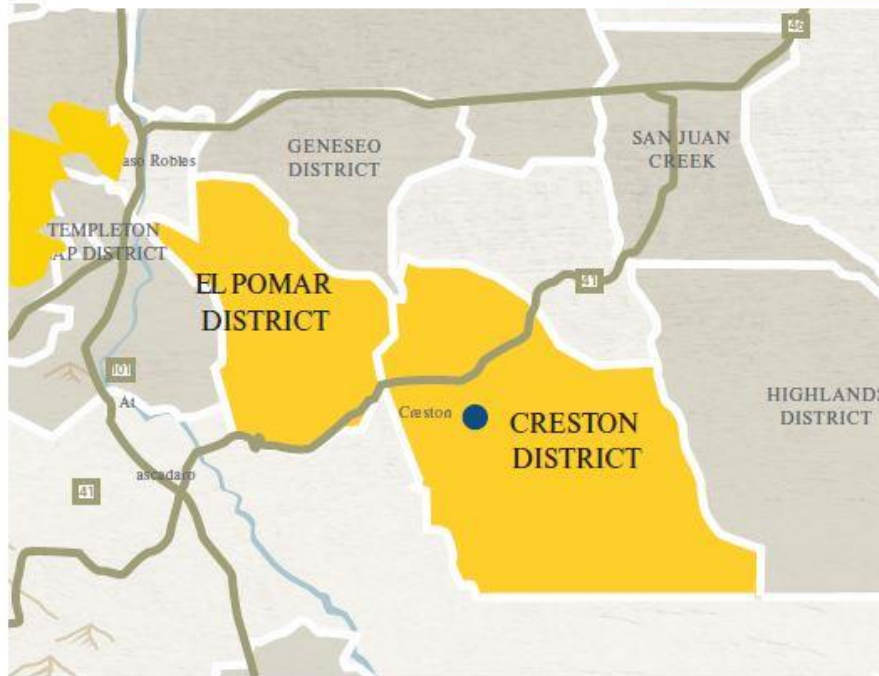


**CABERNET
SAUVIGNON**



HIGHLANDS 41 VINEYARDS

Paso Robles



● Creston Highlands

Monterey



● Rancho Soledad

● El Camino Real

BRAND PORTFOLIO



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	Creston Highlands
Fermentation	55% Stainless Steel 65% Malolactic	100% Stainless Steel	100% Stainless Steel	100% Stainless Steel
Varietals	100% Chardonnay	100% Pinot Noir	45% Cabernet Sauvignon 15% Petite Sirah 10% Merlot 10% Graciano 10% Zinfandel 10% Mourvèdre	95% Cabernet Sauvignon 5% Petit Verdot
Oak	10% New American Barrels 90% Neutral Barrels	15% New French Barrels 85% Neutral Barrels	10% New American Barrels 90% Neutral Barrels	10% New American Barrels 90% Neutral Barrels
Aging	10 months	10 months	10 months	10 months
Winemaker Notes	Ripe fruit aromas including citrus, guava, and orange peel.	Black cherry and spice with a smooth finish.	Ripe flavors of raspberry and blackberry with notes of vanilla.	Vibrant flavors of black cherry, black currant, and bramble.

*Wines are listed in Progressive Tasting Order



KEY SELLING POINTS



#1 2022 TOP 100 BEST BUY
WINE ENTHUSIAST (HIGHLANDS 41 BLACK GRANITE)

**#1 PASO ROBLES RED BLEND- HIGHLANDS 41
BLACK GRANITE***

(\$10-\$14.99 PRICE RANGE TOTAL OTHER RED)



+102.9% HIGHLANDS 41 IS GROWING*

+60.8% HIGHLANDS 41 IS LEADING

DRIVER OF PASO ROBLES CABERNET GROWTH* (\$10-\$14.99 PRICE RANGE)



RIBOLI FAMILY WINES

Source: Nielsen Discover; Latest 26 w/e 4/15/23; \$VOL; Total US x AOC.

PROPRIETARY & CONFIDENTIAL | INTENDED SOLELY FOR USE OF ADDRESSED RECIPIENT AND MAY NOT BE REPURPOSED OR REUSED

ACCOLADES



BLACK GRANITE
RED BLEND



PINOT NOIR



CHARDONNAY



CABERNET
SAUVIGNON

