

FIND YOUR ADVENTURE



ABOUT THE BRAND

Highlands 41 is more than a 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.

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 Highlands 41 vineyards were submerged under an ancient sea. Fast forward millions of years, the seas have receded leaving behind limestone-rich soils which are ideal for growing vineyards. At Highlands 41 sustainability and maintaining these unique soils are our top priority and our winery is a pillar of sustainability with 100% of the needed electricity provided by solar panels and reclaiming and recycling all wastewater.

KEY SELLING POINTS

- 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



BLACK GRANITE



CABERNET SAUVIGNON



CHARDONNAY



PINOT NOIR

