

San Antonio WINES

2026 Playbook

August 2026



GOAL:

Establish San Antonio as the leading domestic wine across the country.

WHY?:

Established in 1917, San Antonio Winery provides consumers with a high-quality, California-produced wine that fits their flavor preferences.

SAN ANTONIO WINES

San Antonio
WINES



SAN ANTONIO SPARKLING



COMPETITIVE SET

- Apothic Wines
- Menage a Trois
- Domestic Sweet Wines

- Taylor Port
- XXL

- Korbel (Calif Champagne)
- Wilson Daniels (Almond)

8FT. SWEET SECTION – INCLUDING SWEET SPARKLING



SHELF STANDARDS

- San Antonio Wines should be set in the Sweet Category, leading with Cardinale (Driver SKU)
- Higher proof items should be set closer to higher-ABV subcategory (Grape Red, Pink Passion)
- Port should be merchandised adjacent to competitive/traditional Ports
- *If full brand is in the set, separate Cardinale and Imperial Red with Villadoro or Granada (for color break)*
- Avoid bottom shelf



High Traffic
21+ cases



Medium Traffic
12+ cases



Low Traffic
6+ cases

DISPLAY STANDARDS

Product Mix:

- 2/3 of the display should be driven by lead SKU Cardinale

SAN ANTONIO WINES





High Traffic - 21
21+ cases



Medium Traffic
12+ cases



Low Traffic
6+ cases

DISPLAY STANDARDS

Product Mix:

- 50/50 Mix Almond and California Champagne

SAN ANTONIO SPARKLING



California
Champagne



Almond
Sparkling



GROCERY/MASS/INDY

DISTRIBUTION PRIORITY:

1. **San Antonio Cardinale** (2+ facings)
2. San Antonio Imperial Red Blend
3. San Antonio Grape Red 16%
4. San Antonio Villadoro
5. San Antonio Port 16%
6. San Antonio Pink Passion 16%
7. San Antonio Granada

COLD BOX:

- San Antonio Cardinale

DRUG

DISTRIBUTION PRIORITY:

1. **San Antonio Cardinale** (2 facings)

COLD BOX:

- San Antonio Cardinale



GROCERY/MASS/INDY/DRUG

DISTRIBUTION PRIORITY:

1. **San Antonio California Champagne**
2. San Antonio Almond Sparkling

COLD BOX:

1. **San Antonio California Champagne**

COLD BOX PRIORITIES



COLD BOX PRIORITY:

1. San Antonio California Champagne
2. San Antonio Cardinale
3. Set according to price flow

SAN ANTONIO WINES

San Antonio
WINES



San Antonio
Cardinale



San Antonio
Imperial Red



San Antonio
Villadoro



San Antonio
Granada



San Antonio
Port



San Antonio
Pink Passion



San Antonio
Grape Red



SAN ANTONIO SPARKLING



San Antonio
California
Champagne



San Antonio
Almond

