

The background of the entire image is a dark, intricate marbled paper pattern. It features swirling, veined textures in shades of black, dark grey, and charcoal, creating a complex, organic visual field.

OPAQUE

RIBOLI FAMILY EARTH ELEMENTS

RIBOLI HISTORY

OPAQUE



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.



1947

San Antonio Winery opens a tasting room.



1966

San Antonio Winery is declared as a Historic Cultural Monument.



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.



2003

The Riboli Family launches Stella Rosa a high quality semi-sweet, semi-sparkling wine from Piedmont, Italy.



2018

San Antonio Winery is recognized as the American Winery of the Year by Wine Enthusiast.



2023

Stella Rosa becomes America's #1 imported wine and the Riboli Family purchases Jada Vineyard & Winery.





RIBOLI

FINE WINE



ESTATE VINEYARDS

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

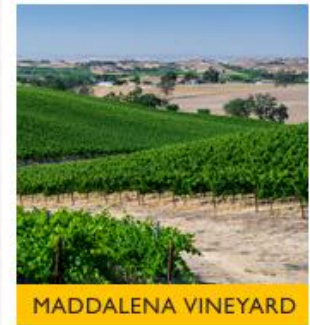
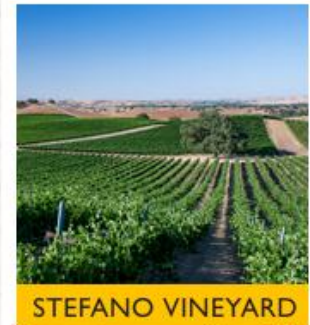
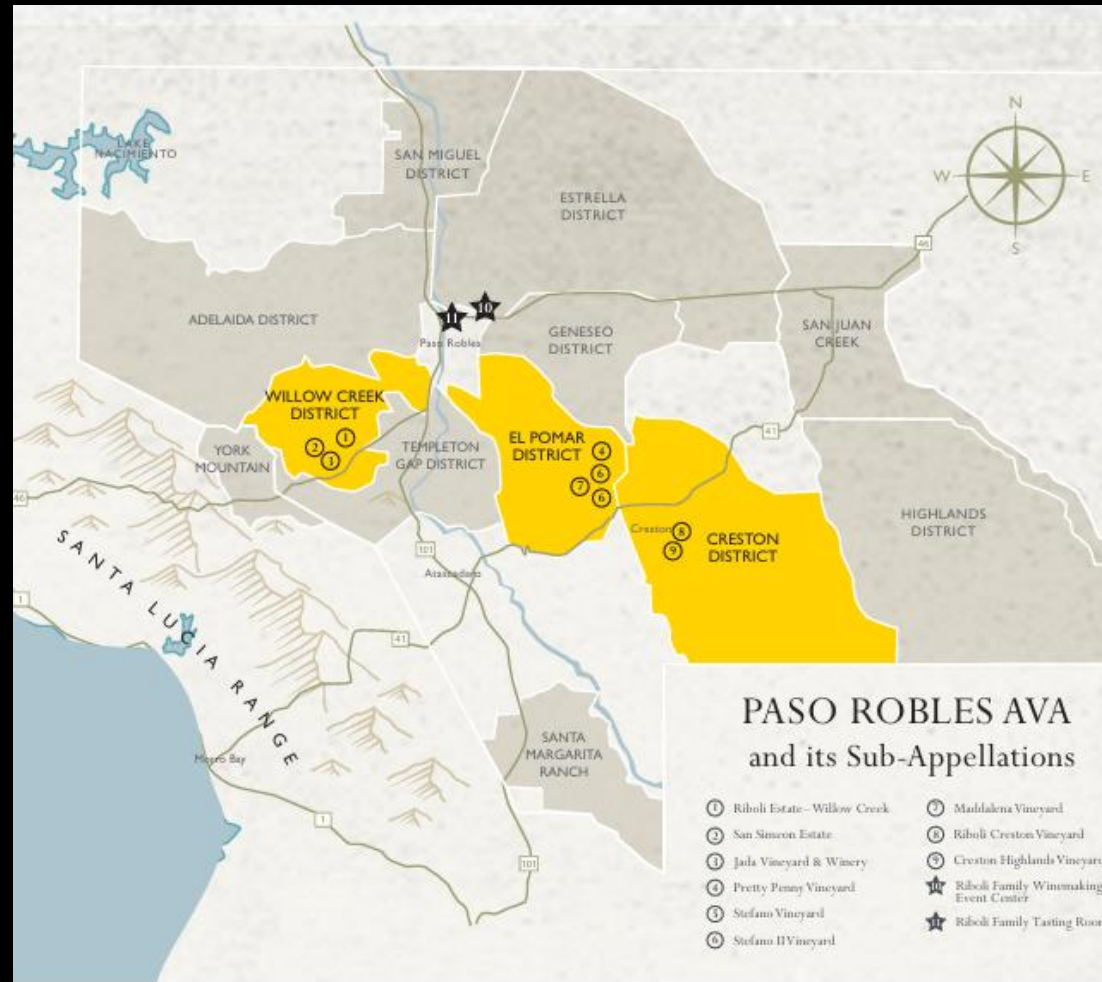
OPAQUE



PASO ROBLES AVA

OPAQUE

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



MONTEREY AVA

OPAQUE

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



OUR STORY



OUR STORY

The wines in our 'Earth Elements' series are created to highlight the character of the unique terroir from each of our estate vineyards in Paso Robles. Each component defines the terroir and the microclimate, distinguishing each vineyard block. Our labels pay homage to the earth elements that are crucial in making these outstanding wines.

TASTE THE DARKNESS

PERSONALITY



OUR PERSONALITY

Bold, unapologetic, and unforgettable, Opaque is a wine that commands attention. Known for its deep color, powerful structure, and rich layers of flavor, the brand embraces intensity and confidence in every bottle. Opaque speaks to those who appreciate wines with presence - distinctive, expressive, and crafted to leave a lasting impression.

POSITION

OPAQUE

DEMOGRAPHIC

Age: 30 - 55

Male & Female

Opaque is a wine defined by depth, intensity, and unmistakable character. Celebrated for its remarkably dark color and bold structure, Opaque delivers powerful layers of flavor that command attention in every glass. It is a striking expression of California winemaking crafted for those who seek wines with presence and impact.

WHO WE ARE:

Bold
Confident
Intense
Distinctive

WHO WE AREN'T:

Subtle
Delicate
Traditional
Timid

WHAT WE ARE:

Bold & Full-Bodied
Dark & Concentrated
Structured
Impactful

WHAT WE AREN'T:

Light & Delicate
Easy-Drinking Table Wine
Soft & Subtle
Mass-Market

KEY SELLING POINTS

OPAQUE

- 1** Award-winning magnet with one of the most impressive winning streaks across top wine reviewers with dozens of 90+ scores.
- 2** Certified sustainable vineyard and winery with solar providing 100% of the electricity.
- 3** Bold, dark red wines produced from Paso Robles, the second-largest region for red blends*

TARGET SRP

OPAQUE



AWARDS

- Darkness - 91 pts v. 2020 James Suckling
- Malbec - 91 pts v. 2022 Wine Enthusiast
- Tannat - 91 pts v. 2022 Wine Enthusiast
- Zinfandel - 91 pts v. 2021 Wine Enthusiast

COMPETITORS

Total Wine Category:

- The Prisoner
- Pessimist
- J. Lohr Pure Paso

SRP

- Reds (750ml) - \$26.99

MENU NAMING



PRODUCT LIST

- Darkness Paso Robles
- Malbec Paso Robles
- Petit Verdot Paso Robles
- Zinfandel Paso Robles

NAMING CONVENTION

- Opaque, Darkness, Paso Robles
- Opaque, Malbec, Paso Robles
- Opaque Petit Verdot, Paso Robles
- Opaque, Zinfandel, Paso Robles

THE BRAND

Bold and rich, the wines in our Opaque “Earth Elements” series are created to highlight the character of the unique terroir from each of our estate vineyards in Paso Robles. Each component defines the terroir and the microclimate, distinguishing each vineyard block.

Our labels pay homage to the earth elements that are crucial in making these outstanding wines. Opaque’s flagship wine is the Darkness Red Blend - an exceptional blend of varietals that thrive in the Paso Robles climate..



EARTH ELEMENTS

OPAQUE



Clouds

The dance of clouds with the cool ocean breeze shapes the character of our wines, influencing temperature and sunlight.



Soil

The rich, unique soil types in Paso Robles lend themselves to amazing flavor and aroma in the bottle.

OPAQUE
— WINES —

EARTH ELEMENTS

The wines in our 'Earth Elements' series are created to highlight the character of the unique terroir from each of our estate vineyards in Paso Robles. Each component defines the terroir and the microclimate, from the deep roots anchored in rich soils to the rocky formations that nurture strength and resilience, distinguishing each vineyard block. Our labels pay homage to the earth elements — **wood, clouds, water, soil, and rock** — that are crucial in making these outstanding wines.



Water

Responsible water management ensures the fruit's quality, balance and is at the core of our focus on sustainability.



Rock

Our grapes draw nuance from the calcareous rocks, adding minerality and depth to their flavors.



Wood

The aging process in oak barrels imparts layers of complexity to our wines.

WINEMAKING



WINEMAKING TEAM

Our estate vineyard in Paso Robles grow on calcareous shale soils that impart a distinct minerality to the wine. The resulting Opaque wines are heady and unapologetic in their undaunting flavor profiles. The vineyards are meticulously farmed to yield grapes with concentrated flavors and aromas and our winemaking techniques create unique wines of the highest quality and character.

SUSTAINABILITY

Sustainability is a top priority at Opaque Wines. 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.



Marty Spate – Head Winemaker

Anthony Riboli – 4th Generation Family & Winemaker

THREE PILLARS

OPAQUE



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.



STEFANO VINEYARD

Our Stefano Vineyard is in the prestigious El Pomar District AVA of Paso Robles. This site comprises steep hillsides with unusual soils filled with multicolored rocks of all shapes and sizes. Warm daytime temperatures are punctuated by cool afternoon breezes coming to the Pacific Ocean and through the Templeton Gap that contribute to both ripeness and freshness in the wines.

Wines: Black Granite, Cabernet Sauvignon

QUARRY HEIGHTS

Named for the steep, rocky hillsides and view of an old quarry, the head-trained vines grow on calcareous shale soils formed from crushed and decayed shells from the ancient sea that covered Paso Robles millions of years ago. These soils promote the acidity in the grapes and concentration of tannins and color and add a distinct minerality to the wine.

Wines: Darkness, Zinfandel

MADDALENA VINEYARD

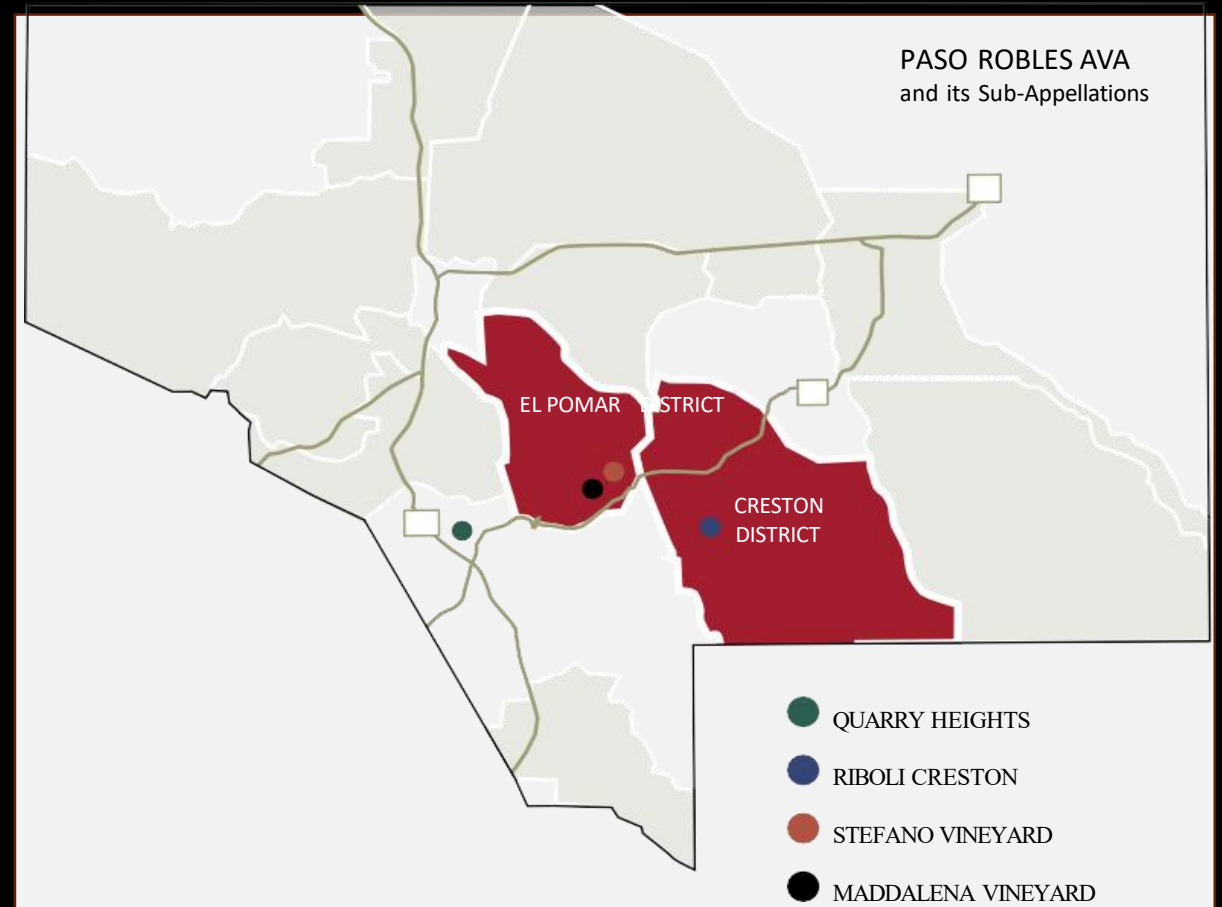
Located in the El Pomar AVA of Paso Robles, this is a prized vineyard featuring a variety of well-drained, rocky soils and a warm climate tempered by cool afternoon and evening breezes. Paso Robles' unique calcareous soils are very uncommon in California, giving the wines freshness and minerality.

Wines: Darkness, Malbec

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: Tannat

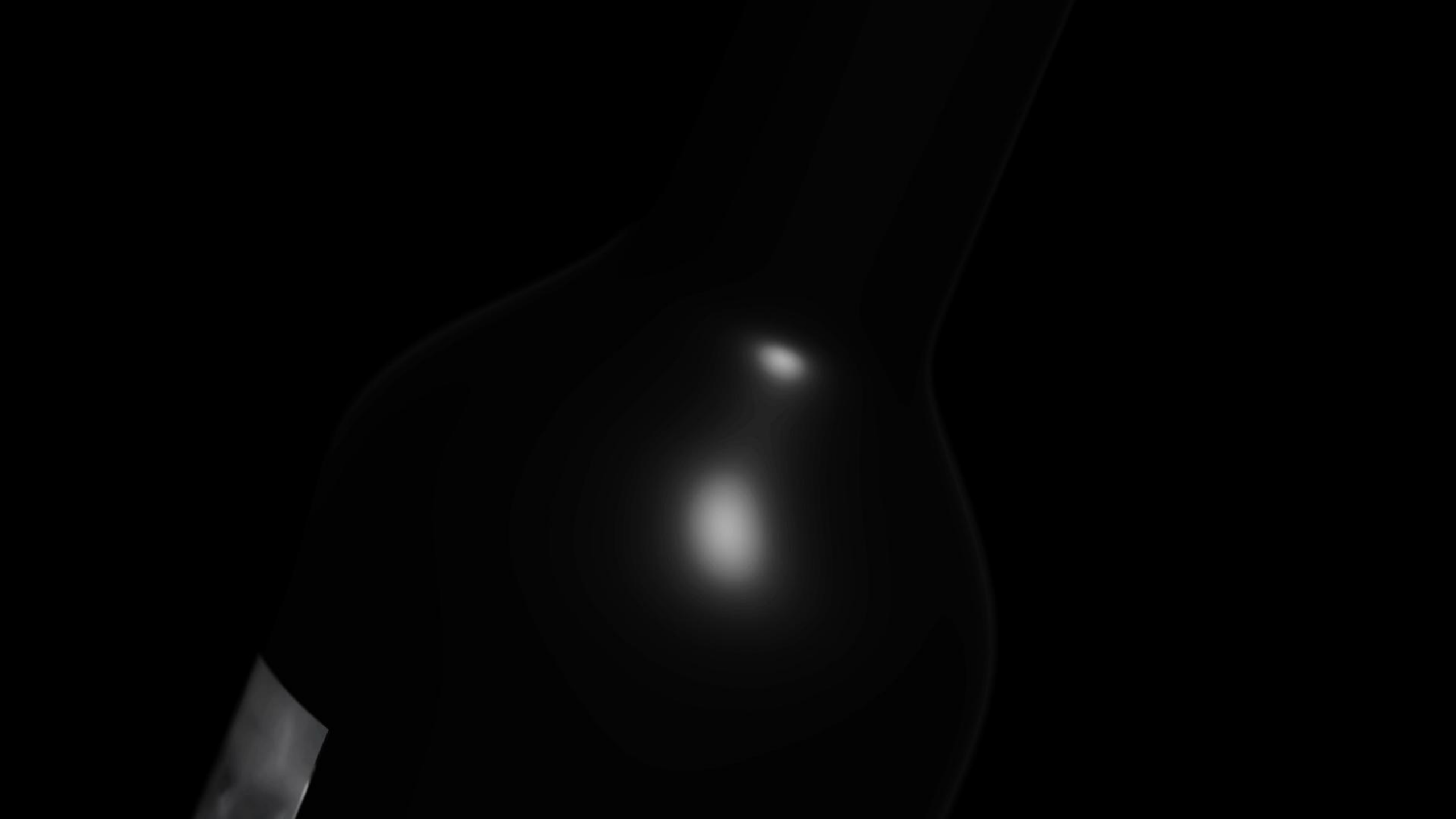


EVOLUTION



NEW PACKAGING LAUNCHED 2024

OPAQUE



FULL LINE UP



PRIORITY SKU

OPAQUE



DARKNESS

JAMES SUCKLING.COM 

WINE ENTHUSIAST



**OPAQUE
DARKNESS 2020**



**OPAQUE
MALBEC 2021**



**OPAQUE
TANNAT 2022**



**OPAQUE
MALBEC 2022**

KEY TAKEAWAYS



KEY TAKEAWAYS

- Made from 100% estate grown fruit
- Over 50 90+ point scores from key wine critics since the first vintage in 2011
- Vineyards and Paso Robles winery are 100% certified sustainable
- Designed for red wine enthusiasts, Opaque appeals to those who seek depth, character, and memorable wines

TRADE TOOLS

OPAQUE

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

OPAQUE

TASTE THE DARKNESS

Vineyard	Malbec	Darkness	Zinfandel	Red/Violet	Tannat
Appellation	Paso Robles	El Pomar, Paso Robles	Paso Robles	Paso Robles	Paso Robles
AVA	El Pomar District	El Pomar District	Paso Robles	El Pomar District	Creston District
Vineyards	Madeline	Quarry Heights, Madeline, Sycamore	Quarry Heights	Sycamore	Hill-Creston
Varietals	100% Malbec	38% Zinfandel 30% Pinot Noir 10% Pinot Grigio 12% Pinot Noir	100% Zinfandel	100% Pinot Noir	100% Tannat
Oak	20% New French 80% American	20% New French 80% American	50% New French 50% American	50% New French 50% American	100% New French
Aging	18 months	18 months	18 months	18 months	18 months
Winemaker Notes	Ripe flavors of dark berries and vanilla with a hint of spice.				

2021 PASO ROBLES TANNAT

REGION/VINTAGE NOTES

Our 2021 Opaque Tannat is sourced from the Riboli Creston Vineyard in the Creston District of Paso Robles. Nestled among rolling hills and a serene tent sanctuary lake, this majestic vineyard estate benefits from well-drained Atascadero-Piedra soils, creating exceptional terroir. The 2021 growing season began early with an earlier than normal bud break and no major heat spikes. The consistently warm days and cool nights allowed for optimal ripening and flavor development. The ongoing drought conditions over the years resulted in smaller, more concentrated fruit and lower yields of grapes with intense quality.

WINEMAKER/TASTING NOTES

Originally from Basque country on the border between France and Spain, Tannat is known for its deep color and intense fruit characteristics. Our 2021 Opaque Tannat exemplifies these traits beautifully. After 18 months of aging in new French oak, this wine reveals captivating aromas of black currant, tobacco and ripe berries. On the palate, it offers juicy flavors of plum and raspberry, complemented by hints of chocolate, coffee and vanilla. This full-bodied wine boasts moderately high acidity, making it a standout representation of Tannat from Paso Robles. The finish is generous, with balanced tannins that provide impressive structure and depth.

SUSTAINABILITY

Sustainability is a top priority at Opaque Wines. 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	Varietal Breakdown	100% Tannat
AVA	Creston District	Vineyards	Riboli Creston
Oak	100% New French Oak	Alcohol	14.5%
Aging	18 Months	pH	3.71



OPAQUE WINES.COM | For more information, please contact your local representative.

OPAQUE

RIBOLI FAMILY WINE ESTATE

JAMES SUCKLING.COM

90 POINTS

2019 Opaque Malbec

RIBOLI FAMILY WINES

TECH SPECS

OPAQUE

BRAND STORY

The story in our "Dark Elements" series are created to highlight the character of the unique terroir from each of our estate vineyards in Paso Robles.

Each component defines the terroir and the microclimate, distinguishing each unique blend. Our labels pay homage to the earth elements that are crucial in making these outstanding wines.

TASTE THE DARKNESS

FEATURING DARKNESS

EARTH ELEMENT: CLOUDS

The dance of clouds with the cool ocean breeze defines the character of our wines, resulting in a balanced and well-structured wine.

OPAQUE DARKNESS 2020 SPECIFICATIONS

ACCOLADES

Paso Robles 2020

91 92 90

TECHNICAL INFORMATION

Appellation	Paso Robles	Vineyards	Quarry Heights	Alcohol	14.5%
AVA	El Pomar District	Oak	20% New French Oak 80% American Oak	pH	3.71
		Aging	18 Months		

REGION/VINTAGE NOTES

Our 2020 Opaque Darkness is a masterful blend of Zinfandel, Pinot Noir, and Pinot Grigio, showcasing the unique character of the Paso Robles AVA. The 2020 growing season in Paso Robles was marked by early bud break, consistent warm days with cool nights, and a timely rain in late August. An early start to the harvest gave us a full ripening period, resulting in a high-quality fruit. The consistently warm days and cool nights allowed for optimal ripening and flavor development. The ongoing drought conditions over the years resulted in smaller, more concentrated fruit and lower yields of grapes with intense quality.

PASO ROBLES AVA MAP



WINEMAKER/TASTING NOTES

The 2020 Opaque Darkness presents a blend of Zinfandel, Pinot Noir, and Pinot Grigio, showcasing the unique character of the Paso Robles AVA. The 2020 growing season in Paso Robles was marked by early bud break, consistent warm days with cool nights, and a timely rain in late August. An early start to the harvest gave us a full ripening period, resulting in a high-quality fruit. The consistently warm days and cool nights allowed for optimal ripening and flavor development. The ongoing drought conditions over the years resulted in smaller, more concentrated fruit and lower yields of grapes with intense quality.

SALES TOOLS

OPAQUE

Appendix