



# PLAYBOOK

AUGUST 2026



# RIBOLI FINE WINE REPRESENTATION IS GLOBAL

## CALIFORNIA

ESTATE WINES

PASO ROBLES | MONTEREY | NAPA VALLEY

  
SAN SIMEON

HIGHLANDS  
WINES 41

  
MADDALENA

WINDSTREAM

OPAQUE  
*Jada*

RIBOLI FAMILY  
VINEYARD

## FRANCE

Panicaut

CÔTES DU RHÔNE

*Les Glories*

LOIRE VALLEY

NOMINÉ - RENARD

CHAMPAGNE

## SPAIN

  
Isakoli wine-Basque Country

THE  
CHAMPION  
ALCOHOL-REMOVED

## ITALY

SANTO

ETNEIDE

CUVAGE

  
Famiglia  
RIVETTI

RIVA DE  
LA ROSA

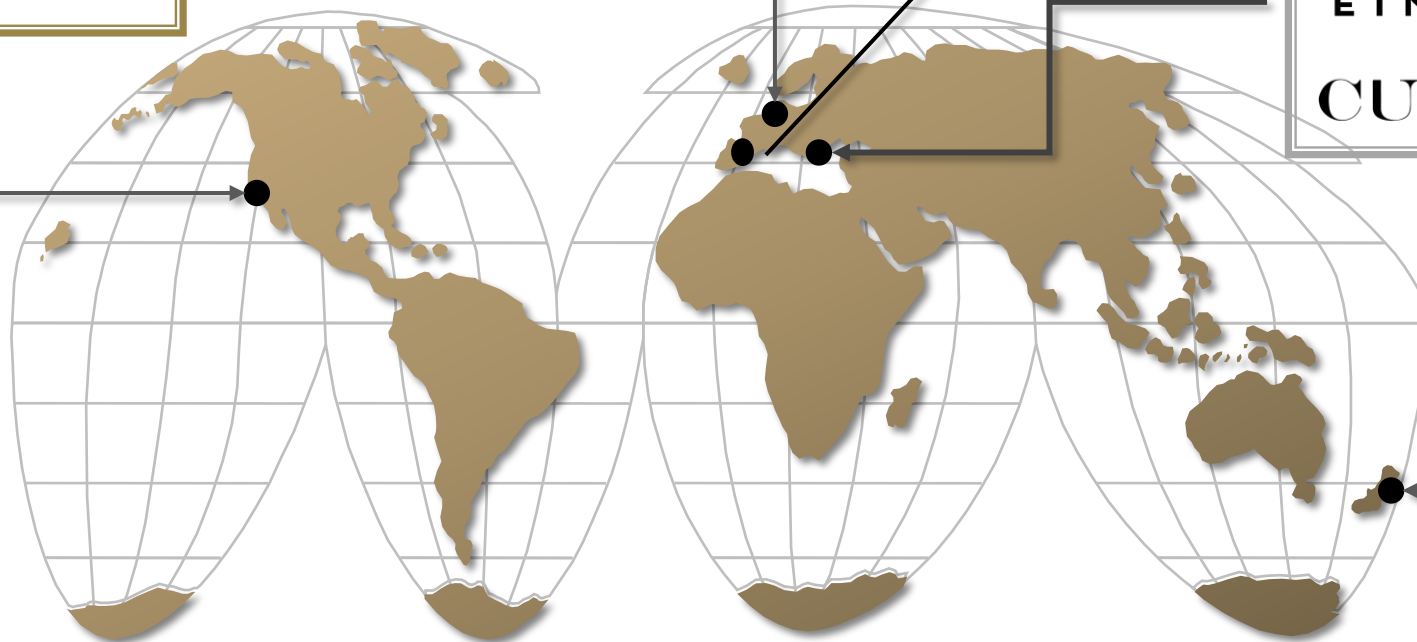
## NEW ZEALAND

THE  
CHAMPION

MARLBOROUGH

GLADSTONE, WAIRARAPA

URLAR



**Why?: Four Generations of family stewardship. Estate-controlled vineyards. Ground to glass quality.**

**Goal: Top 5 Paso Robles producer + Fine Wines Portfolio driving 35% of total revenue.**



## DOMESTIC FINE WINE PORTFOLIO

### COMPETITORS

#### San Simeon Comp Set:

- Daou
- Austin Hope

#### Highlands 41 Comp Set:

- J. Lohr
- Josh – Reserve Cab
- Smith & Hook
- The Stag

#### Maddalena Comp Set:

- La Crema
- Justin
- Robert Hall
- Postmark (by Duckhorn)

#### Opaque Comp Set:

- The Prisoner
- Pessimist
- J. Lohr Pure Paso

#### Windstream Comp Set:

- SLH (by Hahn)
- Morgan
- Talbott

#### Jada Comp Set:

- Booker
- Denner
- L'Aventure

### SRP

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

Reds - \$15.99  
Chardonnay - \$14.99

Cabernet - \$25.99  
Other Reds - \$17.99  
Whites - \$14.99

Reds - \$26.99

Pinot Noir - \$30.99  
Chardonnay - \$22.99

Gotham White - \$24.99  
Gotham Red - \$34.99

**Goal:** Open doors for our Estates Group portfolio with unique offerings and fill gaps within our partner's portfolio.  
**Why?:** Curation of family-owned producers that align with our values of integrity, innovation, and sustainability.



NOMINÉ - RENARD



THE  
CHAMPION



*Les Glories*

## IMPORTED FINE WINE PORTFOLIO

### COMPETITORS

#### Nomine Renard Comp Set:

- Gaston Chiquet
- Henriot
- Gosset
- Gimmonet
- Delamotte
- Drappier

#### Famiglia Rivetti Comp Set:

- Ceretto
- Vietti
- Bruno Giacosa
- Pio Ceasare

#### The Champion Comp Set:

- Matua
- Starborough
- Nobilo
- Kim Crawford
- Oyster Bay

#### Les Glories Comp Set:

- Delaporte (Sancerre)
- Pascal Jolivet (Sancerre)
- Attitude by Pascal Jolivet (Sauvignon Blanc)
- Jean-Marc Brocard (Chablis)
- Olga Raffault (Chinon)
- Mary Taylor (Beaujolais)

### SRP

Brut - \$54.99  
 Brut Rosé - \$54.99  
 Blanc de Blancs - \$64.99  
 Special Club - \$109.99

Barbaresco - \$49.99  
 Barolo - \$51.99  
 Langhe Nebbiolo - \$24.99  
 Langhe Arneis - \$24.99

Sauvignon Blanc - \$15.99

Chinon – \$22.99  
 Chablis - \$39.99  
 Crémant – \$28.99  
 Sancerre – \$47.99  
 Sauvignon Blanc – \$21.99  
 Vouvray – \$24.99



**(High Traffic) – 9 cases**



**(Medium Traffic) – 6 cases**



**(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





**(High Traffic) – 12+ cases**



**(Medium Traffic) – 9+ cases**



**(Low Traffic) – 3+ cases**

## Priority 1 (High Traffic) Display Standards

**Priority 1 Displays**  
12 case average

### Product Mix:

- Black Granite Red Blend
- Cabernet Sauvignon
- Chardonnay
- Pinot Noir



## Priority 2 (Medium Traffic) Display Standards

**Priority 2 Displays**  
9 case average

### Product Mix:

- Black Granite Red Blend
- Cabernet Sauvignon
- Chardonnay
- Pinot Noir



## Priority 3 (Low Traffic)– Secondary Display Standards

**Priority 3 Displays**  
3 case average

### Product Mix:

- Black Granite Red Blend
- Cabernet Sauvignon

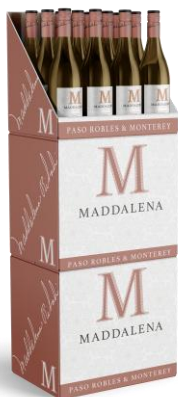


## Cold Box Standards

- Chardonnay



**(High Traffic) – 9+ cases**



**(Medium & Low Traffic) - 3 cases display**

## Priority 1 (High Traffic) Display Standards

### Priority 1 Display 9 case average

#### Product Mix:

- Chardonnay
- Cabernet Sauvignon
- Rose



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

### Priority 2 Display 3 case average

#### Product Mix:

- Chardonnay
- Cabernet Sauvignon



## Cold Box Standards

- Chardonnay





**(High Traffic) - 7 cases**



**(Medium & Low Traffic)  
- 3 cases display**

## Priority 1 (High Traffic) Display Standards

**Priority 1 Display**  
7 case average

**Product Mix:**  
• Sauvignon Blanc



## Priority 2 (Medium & Low Traffic) - Secondary Display Standards

**Priority 2 Display**  
3 case average

**Product Mix:**  
• Sauvignon Blanc



## Cold Box Standards

• Sauvignon Blanc



*The Champion Non-Alcoholic should be merchandised separately*



| Brands A - Z     | Key Varietals<br>(Driver SKU listed 1st)            |
|------------------|-----------------------------------------------------|
| Famiglia Rivetti | <b>Nebbiolo</b> , Arneis                            |
| Highlands 41     | <b>Black Granite Red Blend</b> , Cabernet Sauvignon |
| Jada             | <b>Gotham White</b> , Gotham Red                    |
| Les Glories      | <b>Sauvignon Blanc</b> , Chablis                    |
| Maddalena        | <b>Chardonnay</b> , Rose, Cabernet Sauvignon        |
| Nomine Renard    | <b>Brut Champagne</b>                               |
| Opaque           | <b>Darkness Red Blend</b>                           |
| Riboli Family    | <b>Cabernet Sauvignon</b>                           |

|              |                                                                |
|--------------|----------------------------------------------------------------|
| San Simeon   | <b>Cabernet Sauvignon</b> , Chardonnay, Sauv Blanc, Pinot Noir |
| The Champion | <b>Sauvignon Blanc</b>                                         |
| Urlar        | <b>Pinot Noir</b> , Sauv Blanc                                 |
| Windstream   | <b>Pinot Noir</b> , Chardonnay                                 |

| GROCERY                                           |                                                      |                                    |
|---------------------------------------------------|------------------------------------------------------|------------------------------------|
| Premium Grocery                                   | Top Cluster Mainstream Grocery                       | Mainstream Grocery                 |
| <i>Whole Foods Market, Sprouts Farmers Market</i> | <i>Kroger – Top-Tier Stores, HEB Top-Tier Stores</i> | <i>Kroger, Albertsons, Safeway</i> |
|                                                   |                                                      |                                    |
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| VALUE GROC/MASS/CLUB/DRUG   |                         |                       |                                 |
|-----------------------------|-------------------------|-----------------------|---------------------------------|
| Value Grocery               | Mass                    | Drug                  | Club                            |
| <i>ALDI, Grocery Outlet</i> | <i>Target, Wal-Mart</i> | <i>CVS, Walgreens</i> | <i>Costco, Sam's Club, BJ's</i> |
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| LIQUOR                                |                                     |                                                                         |
|---------------------------------------|-------------------------------------|-------------------------------------------------------------------------|
| Fine Wine                             | Chain Liquor                        | Indep Wine & Spirits                                                    |
| <i>K&amp;L Wine Merchants, Zachys</i> | <i>Total Wine &amp; More, Specs</i> | <i>Local Independent Wine &amp; Spirits Store (Bottle Barn, Binnys)</i> |
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|                    |                                                                |                                     | ON PREMISE                                 |                                                                     |                                          |                                           |
|--------------------|----------------------------------------------------------------|-------------------------------------|--------------------------------------------|---------------------------------------------------------------------|------------------------------------------|-------------------------------------------|
|                    |                                                                |                                     | Fine Dining                                | Upscale Casual                                                      | Family Casual                            | Hospitality                               |
| Brand Family A - Z | Key Varietals<br>(Driver SKU listed 1st)                       | 20L Keg Available - ?               | <i>The Capital Grille,<br/>Ocean Prime</i> | <i>Seasons's 52, Cooper's<br/>Hawk Winery &amp;<br/>Restaurants</i> | <i>Olive Garden, Texas<br/>Roadhouse</i> | <i>Marriott<br/>International, Hilton</i> |
| Famiglia Rivetti   | <b>Nebbiolo</b> , Arneis                                       |                                     |                                            |                                                                     |                                          |                                           |
| Highlands 41       | <b>Black Granite Red Blend</b> , Cabernet Sauvignon            | Black Granite Red Blend, Pinot Noir |                                            |                                                                     |                                          |                                           |
| Jada               | <b>Gotham White</b> , Gotham Red                               |                                     |                                            |                                                                     |                                          |                                           |
| Les Glories        | <b>Sauvignon Blanc</b> , Chablis                               |                                     |                                            |                                                                     |                                          |                                           |
| Maddalena          | <b>Chardonnay</b> , Rose, Cabernet Sauvignon                   | Chardonnay, Cabernet Sauvignon      |                                            |                                                                     |                                          |                                           |
| Nomine Renard      | <b>Brut Champagne</b>                                          |                                     |                                            |                                                                     |                                          |                                           |
| Opaque             | <b>Darkness Red Blend</b>                                      |                                     |                                            |                                                                     |                                          |                                           |
| Riboli Family      | <b>Cabernet Sauvignon</b>                                      |                                     |                                            |                                                                     |                                          |                                           |
| San Simeon         | <b>Cabernet Sauvignon</b> , Chardonnay, Sauv Blanc, Pinot Noir |                                     |                                            |                                                                     |                                          |                                           |
| The Champion       | <b>Sauvignon Blanc</b>                                         |                                     |                                            |                                                                     |                                          |                                           |
| Urlar              | <b>Pinot Noir</b> , Sauv Blanc                                 |                                     |                                            |                                                                     |                                          |                                           |
| Windstream         | <b>Pinot Noir</b> , Chardonnay                                 |                                     |                                            |                                                                     |                                          |                                           |



| Riboli Family Fine Wines |                              |                                 |                                                          |
|--------------------------|------------------------------|---------------------------------|----------------------------------------------------------|
| Brand                    |                              | Fine Wine On Premise Driver SKU | Dedicated Fine Wine Team Priority SKU (varies by market) |
| Domestic Estate          | Highlands 41                 | Black Granite Red Blend         |                                                          |
|                          | Jada                         | Gotham White                    | Gotham White                                             |
|                          | Maddalena                    | Chardonnay                      |                                                          |
|                          | Opaque                       | Darkness Red Blend              | Darkness Red Blend                                       |
|                          | Riboli Family                | Cabernet Sauvignon              |                                                          |
|                          | San Simeon Reds              | Cabernet Sauvignon              | Cabernet Sauvignon (varies by market)                    |
|                          | San Simeon Whites            | Chardonnay                      | Trident Chardonnay (varies by market)                    |
|                          | Windstream                   | Pinot Noir                      | Pinot Noir (varies by market)                            |
| Imports                  | Famiglia Rivetti             | Nebbiolo                        | Nebbiolo                                                 |
|                          | Les Glories                  | Chablis                         | Chablis                                                  |
|                          | Nomine Renard                | Brut                            | Brut (varies by market)                                  |
|                          | The Champion                 | Sauvignon Blanc                 |                                                          |
|                          | The Champion Alcohol-Removed | Sparkling                       |                                                          |
|                          | Urlar                        | Pinot Noir                      |                                                          |



| Brand A - Z         | Varietal                   | Menu Naming Convention                                        | Driver SKU |
|---------------------|----------------------------|---------------------------------------------------------------|------------|
| <b>Highlands 41</b> | <b>Cabernet, Zinfandel</b> | <b>Highlands 41, Black Granite Red Blend, Paso Robles, CA</b> | <b>X</b>   |
| Highlands 41        | Cabernet Sauvignon         | Highlands 41, Cabernet Sauvignon, Paso Robles, CA             |            |
| Highlands 41        | Chardonnay                 | Highlands 41, Chardonnay, Monterey, CA                        |            |
| Highlands 41        | Pinot Noir                 | Highlands 41, Pinot Noir, Monterey, CA                        |            |
| Jada                | Merlot, Syrah              | Jada, Gotham Series, Red Blend, Paso Robles, CA               |            |
| Jada                | Viognier, Sauvignon Blanc  | Jada, Gotham Series, White Blend, Paso Robles, CA             |            |
| Maddalena           | Cabernet Sauvignon         | Maddalena, Cabernet Sauvignon, Paso Robles, CA                |            |
| <b>Maddalena</b>    | <b>Chardonnay</b>          | <b>Maddalena, Chardonnay, Monterey, CA</b>                    | <b>X</b>   |
| Maddalena           | Grenache Rose              | Maddalena, Rose, Paso Robles, CA                              |            |
| Opaque              | Zinfandel, Primitivo       | Opaque, Darkness, Paso Robles, CA                             |            |
| Opaque              | Malbec                     | Opaque, Malbec, Paso Robles, CA                               |            |
| Opaque              | Petit Verdot               | Opaque, Petit Verdot, Paso Robles, CA                         |            |
| Opaque              | Zinfandel                  | Opaque, Zinfandel, Paso Robles, CA                            |            |
| Riboli Family       | Cabernet Sauvignon         | Riboli Family, Cabernet Sauvignon, Napa Valley, CA            |            |
| <b>San Simeon</b>   | <b>Cabernet Sauvignon</b>  | <b>San Simeon, Cabernet Sauvignon, Paso Robles, CA</b>        | <b>X</b>   |
| <b>San Simeon</b>   | <b>Chardonnay</b>          | <b>San Simeon, Chardonnay, Monterey, CA</b>                   | <b>X</b>   |
| San Simeon          | Grenache                   | San Simeon, Grenache Rose, Paso Robles, CA                    |            |
| San Simeon          | Pinot Noir                 | San Simeon, Pinot Noir, Monterey, CA                          |            |
| San Simeon          | Sauvignon Blanc            | San Simeon, Sauvignon Blanc, Paso Robles, CA                  |            |
| San Simeon          | Chardonnay                 | San Simeon, Trident Chardonnay, Santa Lucia Highlands, CA     |            |
| San Simeon          | Syrah, Graciano            | San Simeon, Trident Red Blend, Paso Robles, CA                |            |
| San Simeon          | Viognier                   | San Simeon, Viognier, Paso Robles, CA                         |            |
| Windstream          | Chardonnay                 | Windstream, Chardonnay, Monterey, CA                          |            |
| Windstream          | Pinot Noir                 | Windstream, Pinot Noir, Monterey, CA                          |            |



| Brand A - Z                  | Varietal                                     | Menu Naming Convention                                                       | Driver SKU |
|------------------------------|----------------------------------------------|------------------------------------------------------------------------------|------------|
| Famiglia Rivetti             | Nebbiolo                                     | Famiglia Rivetti, Barbaresco, Neive, Italy                                   |            |
| Famiglia Rivetti             | Nebbiolo                                     | Famiglia Rivetti, Barolo, La Morra, Italy                                    |            |
| Famiglia Rivetti             | Arneis                                       | Famiglia Rivetti, Langhe Arneis, Italy                                       |            |
| <b>Famiglia Rivetti</b>      | <b>Nebbiolo</b>                              | <b>Famiglia Rivetti, Langhe Nebbiolo, Alba, Italy</b>                        | <b>X</b>   |
| Les Glories                  | Chardonnay                                   | Les Glories, Chablis, Vieilles Vignes, Chablis, France                       |            |
| Les Glories                  | Gamay                                        | Les Glories, (optional: Gamay) Beaujolais Villages, Beaujolais, France       |            |
| Les Glories                  | Cabernet Franc                               | Les Glories Chinon, Loire Valley, France                                     |            |
| Les Glories                  | Chenin Blanc                                 | Les Glories, Cremant Brut, Loire, France                                     |            |
| <b>Les Glories</b>           | <b>Sauvignon Blanc</b>                       | <b>Les Glories Sauvignon Blanc, Loire Valley, France</b>                     | <b>X</b>   |
| Nomine Renard                | Chardonnay                                   | Nomine-Renard Blanc de Blancs Champagne, Villevendard, France                |            |
| <b>Nomine Renard</b>         | <b>Chardonnay, Pinot Noir, Pinot Meunier</b> | <b>Nomine-Renard Brut Champagne, Villevendard, France</b>                    | <b>X</b>   |
| Nomine Renard                | Chardonnay, Pinot Noir, Pinot Meunier        | Nomine-Renard Brut Rose Champagne, Villevendard, France                      |            |
| Nomine Renard                | Chardonnay, Pinot Noir                       | Nomine-Renard Special Club Tresors, Vintage, Champagne, Villevendard, France |            |
| <b>The Champion</b>          | <b>Sauvignon Blanc</b>                       | <b>Champion Sauvignon Blanc, Marlborough, New Zealand</b>                    | <b>X</b>   |
| The Champion Alcohol-Removed | Chardonnay, Viura                            | Sparkling Cuvée, Alcohol Removed, The Champion, La Mancha, Spain, NV         |            |
| The Champion Alcohol-Removed | Chardonnay                                   | Chardonnay, Alcohol Removed, The Champion, La Mancha, Spain, NV              |            |
| The Champion Alcohol-Removed | Cabernet Sauvignon                           | Cabernet Sauvignon, Alcohol Removed, The Champion, La Mancha, Spain, NV      |            |
| Urlar                        | Chardonnay                                   | Urlar Sauvignon Blanc, Wairarapa, New Zealand, Organic & Biodynamic          |            |
| Urlar                        | Pinot Noir                                   | Urlar Pinot Noir, Wairarapa, New Zealand, Organic & Biodynamic               |            |



# FINE WINE DEDICATED TEAMS PRIORITY SKUs FOR SUCCESS



## SAN SIMEON CABERNET SAUVIGNON

### OVERVIEW

An iconic Cabernet with a splash of Petit Verdot as our secret sauce, crafted from all three of our Paso Robles districts: Willow Creek, El Pomar and Creston.



## SAN SIMEON TRIDENT TIER CHARDONNAY

### OVERVIEW

The newest and coolest kid on the block, fermented in Acacia wood, stainless steel and our newest concrete egg, this wine sees partial malolactic conversion and is a zippy take on California Chardonnay.



## *Les Glories* CHABLIS

### OVERVIEW

Our collaboration with the oldest co-op in Chablis results in this high-acid and crisp Chardonnay. Fresh and elegant, inspired by the women that founded the producer in the 1920s.



## OPAQUE DARKNESS

### OVERVIEW

Led by Zinfandel and with an almost equal amount of the Italian cousin, Primitivo, this concentrated and macerated blend is balanced with Petite Sirah and Petit Verdot- aged in 62% French Oak and 38% American Oak.



## *Jada* HELL'S KITCHEN GOTHAM SERIES WHITE BLEND

### OVERVIEW

Like the city it's named after, New York City, this diverse white blend of seven varieties (43% Sauvignon Blanc, 34% Viognier, 7% Picpoul Blanc, 7% Chardonnay, 5% Marsanne, 2% Roussanne, 2% Sauvignon Gris) proves we are all better together- the wine is complex, refreshing, dynamic and full of life.



## *Famiglia* RIVETTI NEBBIOLO

### OVERVIEW

Five generations of the Rivetti family have been dedicated making organic wines in Barbaresco—focusing on the king of grapes, Nebbiolo.

## Scan the QR code for Riboli Fine Wines

- Bottle Shots
- Tech Notes
- Brand Logos
- Tasting Notes
- Accolades

Available to view where convenient for you:

1. **Phone** - On iPhone, tap the Share icon, "More", "Add to Home Screen".
2. **Laptop** - [Link to Salsify - Riboli Family Wines](https://sites.salsify.com/d907d8d2-eaca-4b79-a3b6-f49d23a60016/d8962061-402a-4aab-9411-1d024e86524b/)

Or

<https://sites.salsify.com/d907d8d2-eaca-4b79-a3b6-f49d23a60016/d8962061-402a-4aab-9411-1d024e86524b/>

