



AMERICAN
VINTNERS

AMERICAN VINTNERS★

Wine quality is paramount.

American Vintners prides itself on providing unique wine products that exceed expectations and deliver a superior taste profile. Our wine portfolio has won many awards highlighting our commitment to quality.

American Vintners' wines primarily come from notable wine regions in California including Napa Valley, Paso Robles, Lodi, Monterey, and Russian River to name a few. Our International portfolio includes wines from Italy, France, and New Zealand. American Vintners' winemakers and production facility are based in Monterey County CA, and headquartered in Rochester, MI.

AVINTNERS.COM



AMERICAN VINTNERS★

Corneliu Dane, Chief Winemaker

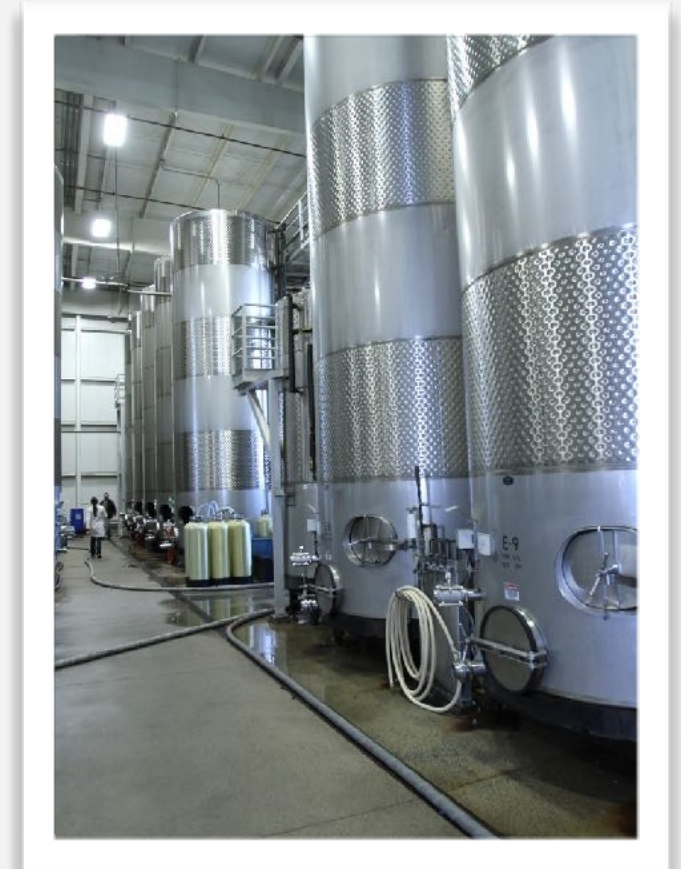
- Corneliu graduated with a Masters Degree in Food Sciences from the University of Galati, followed by several years working in the Romania wine industry.
- Immigrated to California to work with Kendall Jackson Winery during it's first harvest in Monterey, California.
- Worked at Calera Wine Company as the Winemaker under Josh Jensen.
- Traditional single vineyard winemaking of Pinot Noir and Chardonnay from the incredible Mt. Harlan fruit.
- Chief Winemaker for American Vintners since 2011.



AMERICAN VINTNERS★

Production - Superior Technology

- American Vintners houses all of the wine production at our facility in Monterey, California.
- Facility includes state-of-the-art humidified and temperature controlled barrel rooms, case goods storage, and a well-equipped quality assurance laboratory.
- Production includes a Flash Detente Technology System to allow color and skin tannin adjustment to the wines.
- Vacuum Distillation allows the adjustment of alcohol content to ensure product profile.
- Winemaking has at its disposal Crossflow for polished bottling prep, UltraFilter allowing removal of phenolic compounds, and Reverse Osmosis for VA correction.
- Advanced bottling line provides excellent efficiency and quality output for final product assembly.



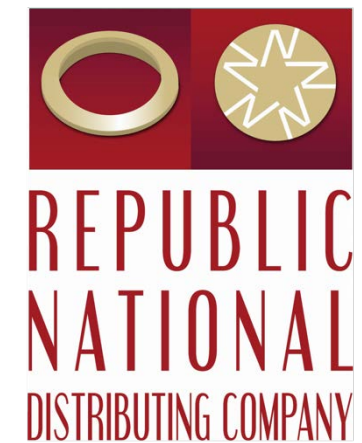
AMERICAN VINTNERS★

Chain Customers



AMERICAN VINTNERS★

Distributor Network



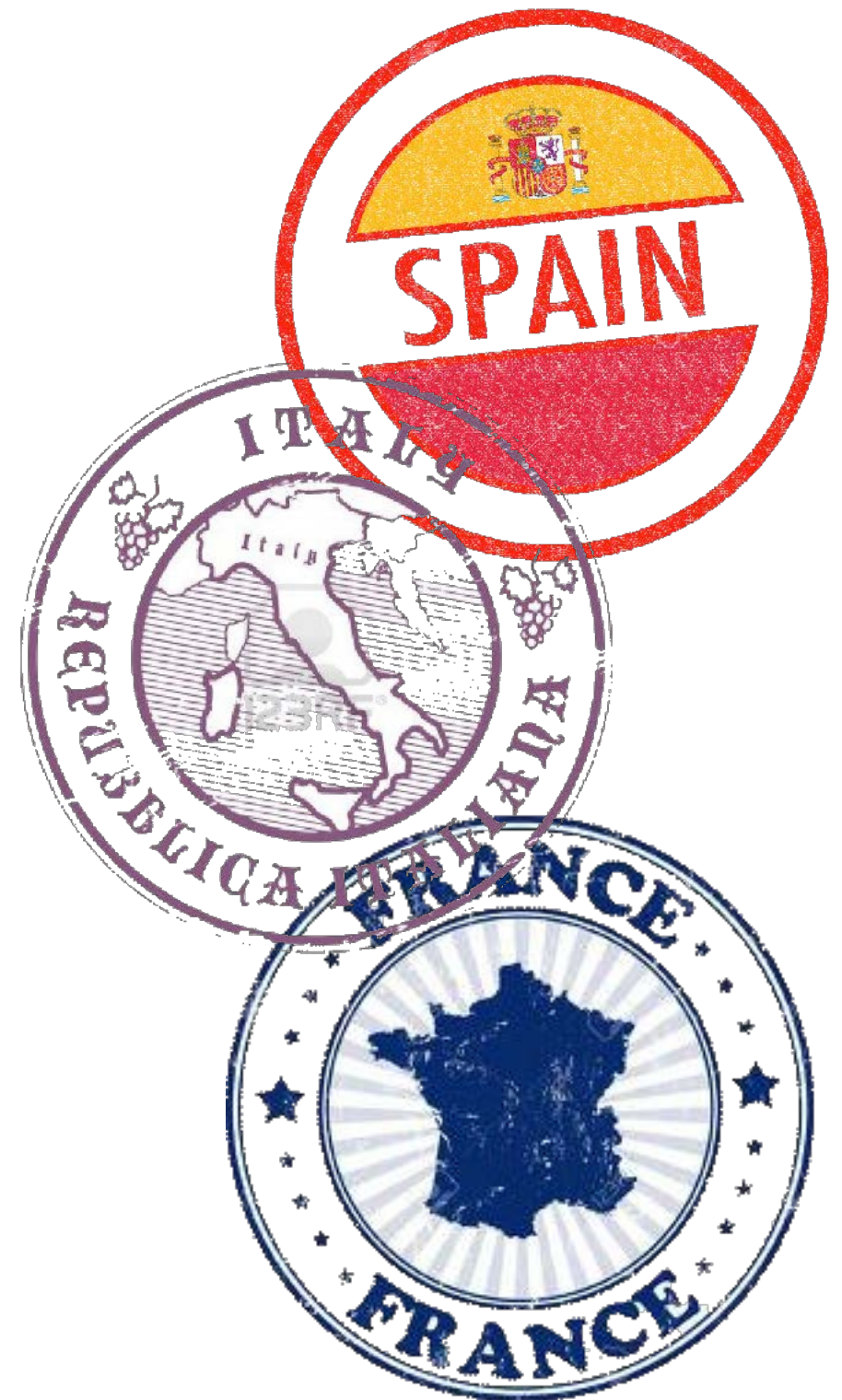
American Vintners distributor partners cover the entire USA, supporting our multi-store chain retail customers.

AMERICAN VINTNERS★

International

American Vintners is a fully licensed Importer of wine products in the the United States.

- American Vintners International portfolio continues to grow, with continuous wine in production and containers regularly in route to the United States.
- American Vintners Imports is able to bring in International products via East and West coast ports.
- Strategic alliance with several major European and South American wine producers to service the US market.



AMERICAN VINTNERS★

Innovation Pipeline

Spirit Barrel Aged Wines



American Vintners perfected the barrel aged spirits category with the brand Cask & Barrel.

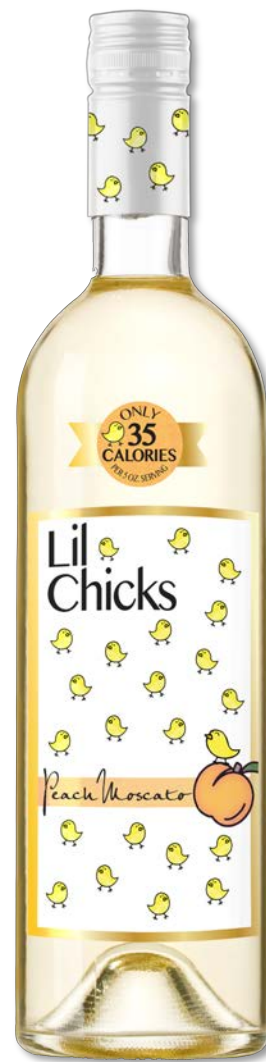
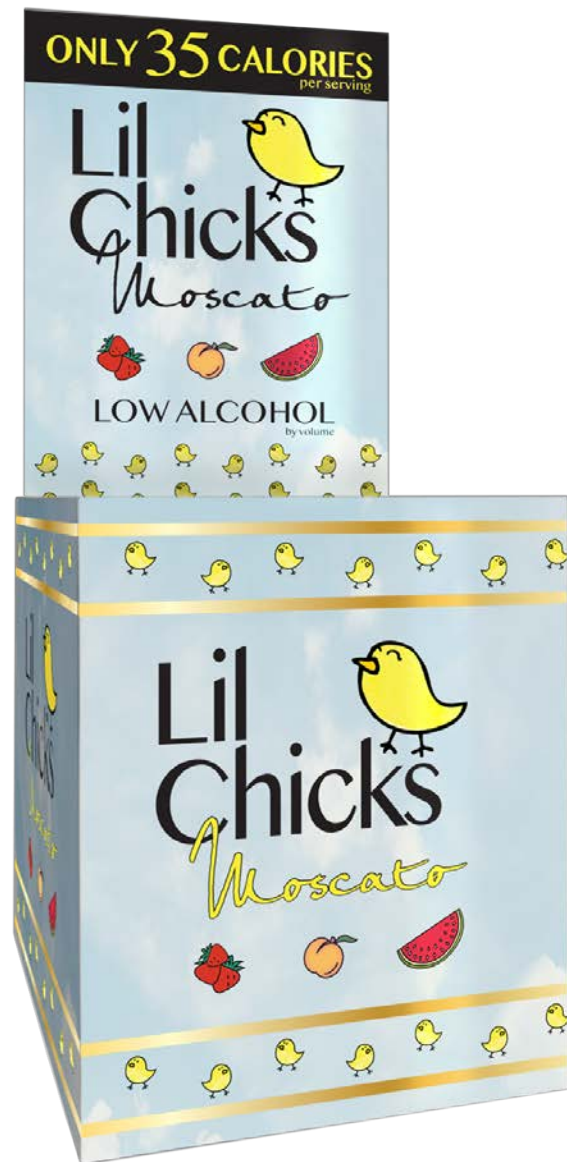
We have produced a leading Bourbon Barrel Cabernet, Red Blend and Zinfandel. While the market has focused on Bourbon Barrel aged products, American Vintners is the **FIRST** supplier to introduce a Cognac Barrel aged Chardonnay. The unique characters of the Cognac Barrel and the varietal Chardonnay bring about a 'French Connection' that creates a truly unique wine. We continue to explore the barrel ageing process and are currently experimenting with Tequila, Port and Sherry Barrels.

Cask & Barrel Red Blend and Zinfandel are available in 750ml. Bourbon Barrel aged Cabernet and Cognac Barrel aged Chardonnay are available in 750ml, 375ml and 187ml.

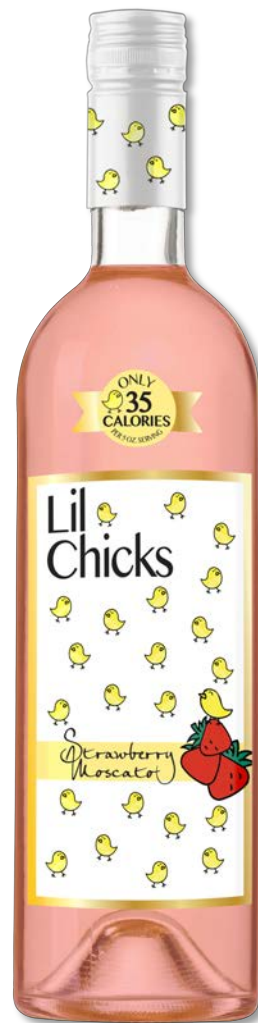
AMERICAN VINTNERS★

Innovation Pipeline

Lil Chicks – Low Calorie, Low ABV Wine



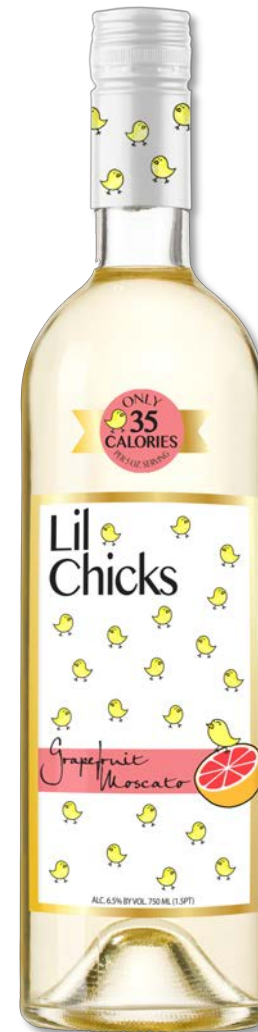
Peach



Strawberry



Watermelon



Grapefruit

Low Alcohol wine is witnessing high adoption rates.

With an ABV of 6.5% and 35 calories per 5 ounce serving, Lil Chicks is leading the trend.

Market segment projected to reach approximately 5 billion liters by 2021.

Key factors include an increase in wine consumption by women as well as more health-conscious consumers.

Lil Chicks is available in 750ml, 375ml and 187ml.



AMERICAN VINTNERS★

Gift Sets

Advent Wine Calendar

For the 2020 Holiday Season and beyond, American Vintners is offering a Wine Advent Calendar as well as The 12 Days of Christmas Festive Holiday wines collection.



The American Vintners Advent Calendar contains twenty-four 187ml wine bottles. These quality wines include two bottles of each of our premium California varietals:

- Cabernet Sauvignon
- Merlot
- Pinot Noir
- Red Blend
- Cabernet Merlot Blend
- Cabernet, Syrah, Petite Verdot
- Chardonnay
- Pinot Grigio
- Sauvignon Blanc
- Riesling
- Rosé

Different Holiday themed Advent designs are available.

The 12 Days of Christmas contains one bottle, 187ml, of each varietal listed above.

The unique feature of this program is that the labels are either ornamental or brand oriented. Brand oriented labels help retailers sell repeat products after the Holidays.

AMERICAN VINTNERS★

Control Brand Capabilities

American Vintners is a Proven Industry Leader



American Vintners is an industry leader in control brand capabilities. We have produced over 75 different control brand SKUs which include both domestic and import products. Control brand and exclusive first to market brand retailers include Publix, HEB, Meijer, New Hampshire Liquor Control Commission, Pennsylvania Liquor Control Commission, Fresh Thyme Markets, Specs, Wine and Spirits Guild, Spartan Stores and Trader Joes.

American Vintners has a proven track record as a control brand supplier. We offer innovation and leading brand designs for delivering high margin wine products.

AMERICAN VINTNERS★

Best In Class Merchandising

Grand Award for Wine Label Design



The California Landscape series is the proud winner of the GRAND AWARD for wine label design.

The honor is awarded by the Visual Media Alliance at their annual showcase awards.

Be sure to see this wonderful label design style across all twelve wines in the California Landscape series brought to you by American Vintners.

VINTAGE 99
THE ROCK CAB
SPONSORED BY VERITIV

VMA
showcase
AWARDS
VISUAL MEDIA
ALLIANCE

California Landscape



California Landscape



California Landscape



*Reserve
editions*

PASO ROBLES
CABERNET
SAUVIGNON



SANTA LUCIA
HIGHLANDS
PINOT NOIR



SANTA LUCIA
HIGHLANDS
CHARDONNAY



California Landscape



NEW

California Landscape



California Landscape



CALIFORNIA LANDSCAPE WINE BARREL DISPLAY



BOURBON BARREL AGED WINES

*If I cannot drink Bourbon and smoke cigars
in heaven, then I shall not go.*

-Mark Twain

★
AMERICAN
VINTNERS

CASK & BARREL



Cask & Barrel Bourbon Barrel offers premium Lodi wines aged in Kentucky Bourbon Barrels to expand the depth, complexity and elegance. This 3 month barrel aging delivers unique flavor nuances of caramel, vanilla, and of course toasted oak. These Flavor enhancements add a new spectrum of style to the already wonderful robust and rich Cabernet Sauvignon and Red Blend.

Try a bottle of one of the fastest growing wine categories on the market.

CUSTOMER SUCCESS – MEIJER

- Mondavi Bourbon Barrel Cabernet came to market as a seasonal item in the spring of 2016
- Midwest chain, Meijer, launched Cask & Barrel in the spring of 2017 as a year-round product
- #9 best selling Cabernet Sauvignon in the entire set out of 110 Cabernet SKU's
- #1 selling Bourbon Barrel Cabernet by 2 to 1 in the Midwest

CUSTOMER SUCCESS – PUBLIX

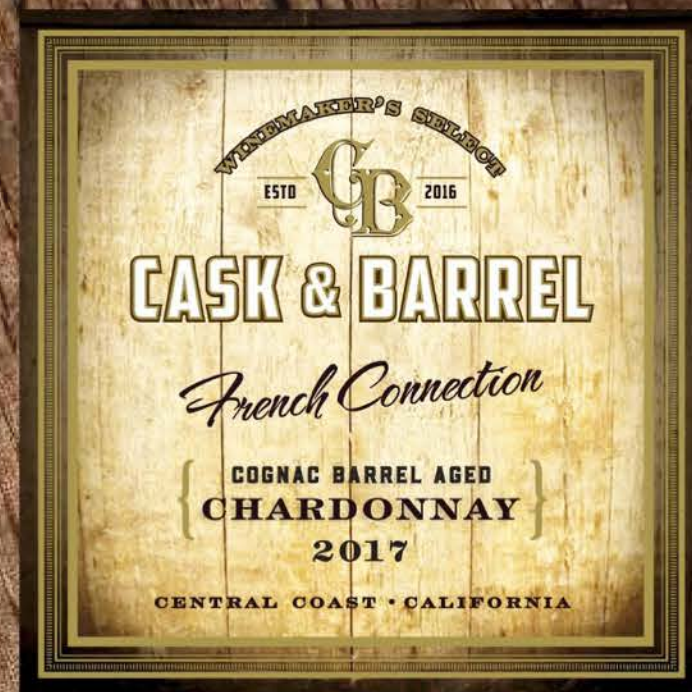
- Launched in late fall of 2017
- #13 best-selling Cabernet in the Publix set
- #1 selling Bourbon Barrel Cabernet in the category

CASK & BARREL

LINE EXTENSION

COGNAC BARREL
AGED
CHARDONNAY

BOURBON BARREL
AGED ZINFANDEL



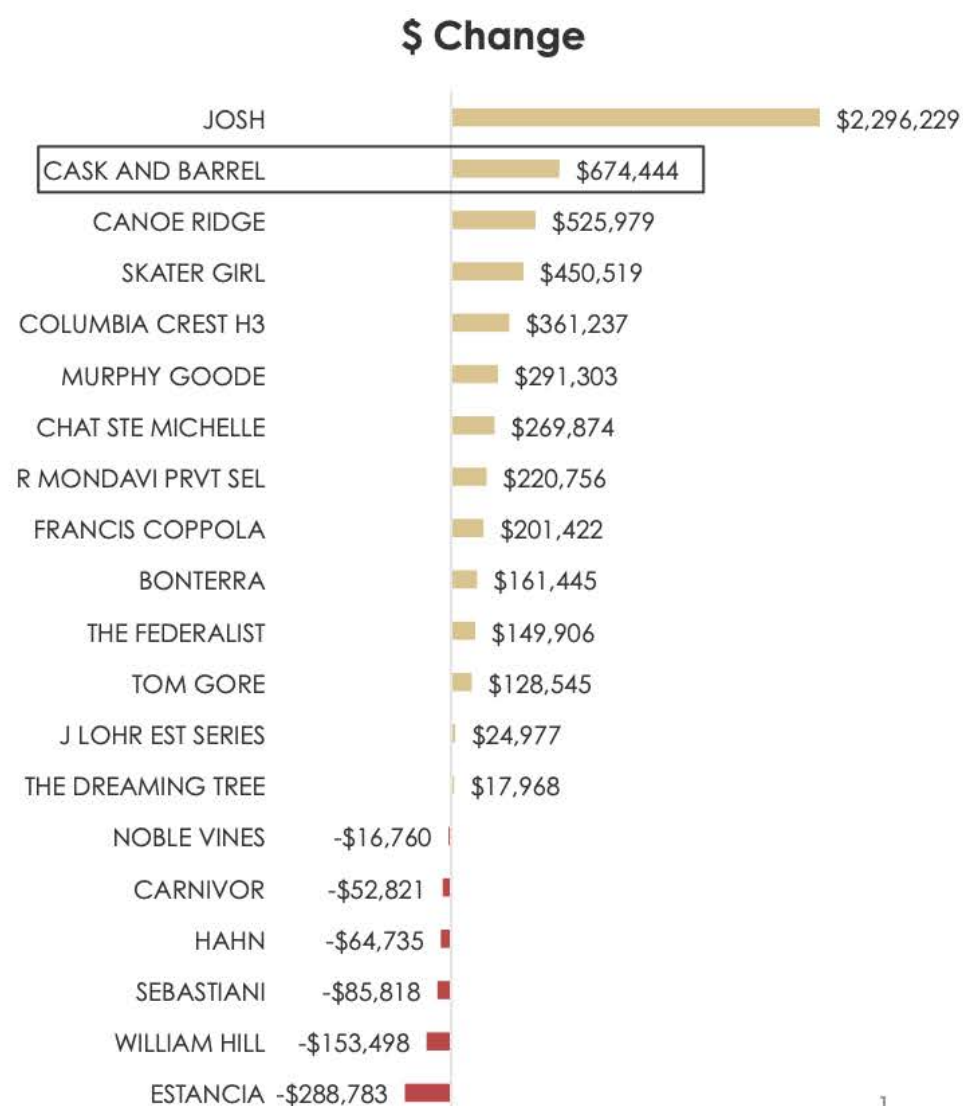
CASK & BARREL

CASK AND BARREL IS DRIVING ULTRA PREMIUM CABERNET GROWTH AT PUBLIX



Publix Florida Top 20 Ultra Premium Cabernet Brands, 2018

	\$	\$ % Chg
JOSH	\$8,207,693	38.8%
CHAT STE MICHELLE	\$2,220,030	13.8%
J LOHR EST SERIES	\$1,879,685	1.3%
ESTANCIA	\$1,166,134	-19.8%
THE DREAMING TREE	\$1,134,320	1.6%
FRANCIS COPPOLA	\$1,010,396	24.9%
R MONDAVI PRVT SEL	\$975,257	29.3%
THE FEDERALIST	\$956,973	18.6%
TOM GORE	\$954,312	15.6%
CARNIVOR	\$950,211	-5.3%
WILLIAM HILL	\$826,023	-15.7%
BONTERRA	\$744,843	27.7%
CASK AND BARREL	\$723,447	1376.3%
COLUMBIA CREST H3	\$722,037	100.1%
NOBLE VINES	\$720,099	-2.3%
MURPHY GOODE	\$627,904	86.5%
CANOE RIDGE	\$537,914	4407.0%
SEBASTIANI	\$490,703	-14.9%
SKATER GIRL	\$475,269	1820.3%
HAHN	\$466,569	-12.2%



HAMMER & AXE

Tools of the trade.
Back when making something
by hand felt like a real
accomplishment, the barrel
cooper was one of the most
skilled craftsmen of the day.
We bring that same mindset
of handcrafted winemaking to
Hammer and Axe Spirits
Barrel Aged Wines.
Hammer and Axe takes
advantage of this barrel
tradition by aging our wines
in Spirits Barrels for 3 months
to add distinct flavors to our
already delicious varietals.
Kentucky heritage, California
wine making and the spirit of
craftmanship create these
well-balanced wines.



RACK & BARREL

RESERVE BOURBON BARREL AGED WINE

- The wine world is evolving and Rack & Barrel Reserve is leading the way with a new and exciting concept in wine making. This high-quality Cabernet Sauvignon from Lodi California has the style and panache that sets it ahead of the competition!
- Our approach is to age a select portion of the wine in used charred Kentucky Bourbon barrels for up to 4 months.
- This extra step in the aging process provides an excellent foundation for the natural tannins to blossom along with wonderful hints of brown sugar, vanilla and caramel flavors.
- The bourbon barrel aging adds to a long and smooth finish to this already exceptional robust wines.



RACKHOUSE

BOURBON BARREL AGED WINES

- Bourbon is aged in rack houses that are not climate controlled. Changes in temperature within the rack house are a major factor in moving the aging liquor in and out of the pores of the barrel wood.
- Many other products can be aged in used oak bourbon barrels, including wine, scotch, rum and beer. Brokers and cooperages ship used bourbon barrels all over the world. Each barrel contains some residual bourbon in the pores of the wood.
- **Rack House Bourbon Barrel Wines** spend 3 months in Kentucky bourbon barrels. This unique aging process imparts a wonderful flavor to our wine, with hints of vanilla, caramel and a bit of toasted oak. The wine will dance across your palate.
- One of the fastest growing wine categories on the market!



TOASTED BARREL



**Bourbon Barrel Aged
Paso Robles Cabernet Sauvignon**
Custom crafted with unique flavors of
vanilla and bourbon barrel "toast"
spices.

**Barrel Aged
Central Coast Chardonnay**
Complex and unique with a creamy
palate of custard and vanilla, the wine
finishes with toasty oak and baking
spices.

BARREL HEIST



BARREL HEIST

BOURBON BARREL AGED
CABERNET SAUVIGNON

Lodi, California
VINTAGE 2017

CONTAINS
750 ML

AGED FOR
4 Months

ALC BY VOL
14.8%

WINEMAKER
Corneliu Dane

American Oak

BARREL HEIST

BOURBON BARREL AGED
CABERNET SAUVIGNON
2017 LODI CALIFORNIA

The year was 1920, and America had just begun life under Prohibition. Dry county after dry county dotted the map. Only with a doctor's prescription could alcohol be consumed legally. An ingenious businessman who had grown up working in his uncle's pharmacy had the brilliant idea to buy struggling distilleries and pharmacies, allowing him to sell bonded liquor for medical purposes to his own companies. In a devilish scheme, he then hired men to hijack his own delivery trucks, steal the liquor and sell it on the black market. For 5 years this plan generated great wealth, but the law caught up with him, and a sentence in a Federal prison for bootlegging was the result. But there is more to the story....

CELLARED & BOTTLED BY
AMERICAN VINTNERS, LODI, CA

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

750ML CONTAINS SULFITES 14.8% ALC BY VOL



THREE KNOCKS

LIMITED RELEASE

BOURBON BARREL AGED

CABERNET SAUVIGNON

VINTAGE 2018 | LODI, CALIFORNIA



COPPER CORKSCREW SERIES

The corkscrew is the key to unlocking pleasure in a glass. While the corkscrew dates back to 1795, our Corkscrew wines are new & cutting edge, in the fact that we source our wines from some of California's most highly regarded wineries.

- Copper Corkscrew Wines represents the true essence of the varietal and source. Cabernet as it should be, Copper Corkscrew showcases a wine with proper tannin, and flavor roundness on the pallet. Hints of peppery spice, black berries and plum add to the wines complexity and intrigue.
- Copper Corkscrew Sauvignon Blanc showcases wave upon wave of honeyed melon, white peach and lemon curd on both the nose and palate. The bright acidity makes the wine lively and provides a refreshing, long lasting, satisfying finish.
- Copper Corkscrew Chardonnay is highlighted by ripe fruit with hints of green apple and passion fruit. This bright Chardonnay delivers lively natural acid and gentle warmth.



• Paso Robles Cabernet Sauvignon • Lake County Sauvignon Blanc • Arroyo Seco Chardonnay • Santa Lucia Highlands Pinot Noir



We leave no stone unturned and no vineyard is passed up while we sniff out the finest vineyards and micro-climates in Northern California. Our wines are all hand-made in small batches to ensure the best quality, style and value. We have our own private sources for some of the top vineyards in all of California and we'd like to keep them *Classified!*

Sonoma Coast is highly regarded for elegant Pinot Noir. The Napa Valley is world renowned for it's elegant Cabernet Sauvignon

The *2018 Classified Wines* are exceptional renderings of these appellations.



BOUGIE

HIGH CLASS WINES FOR ALL TO ENJOY



MILLER *and* LUX

Immigrant Cattlemen Pursuing the American Dream.

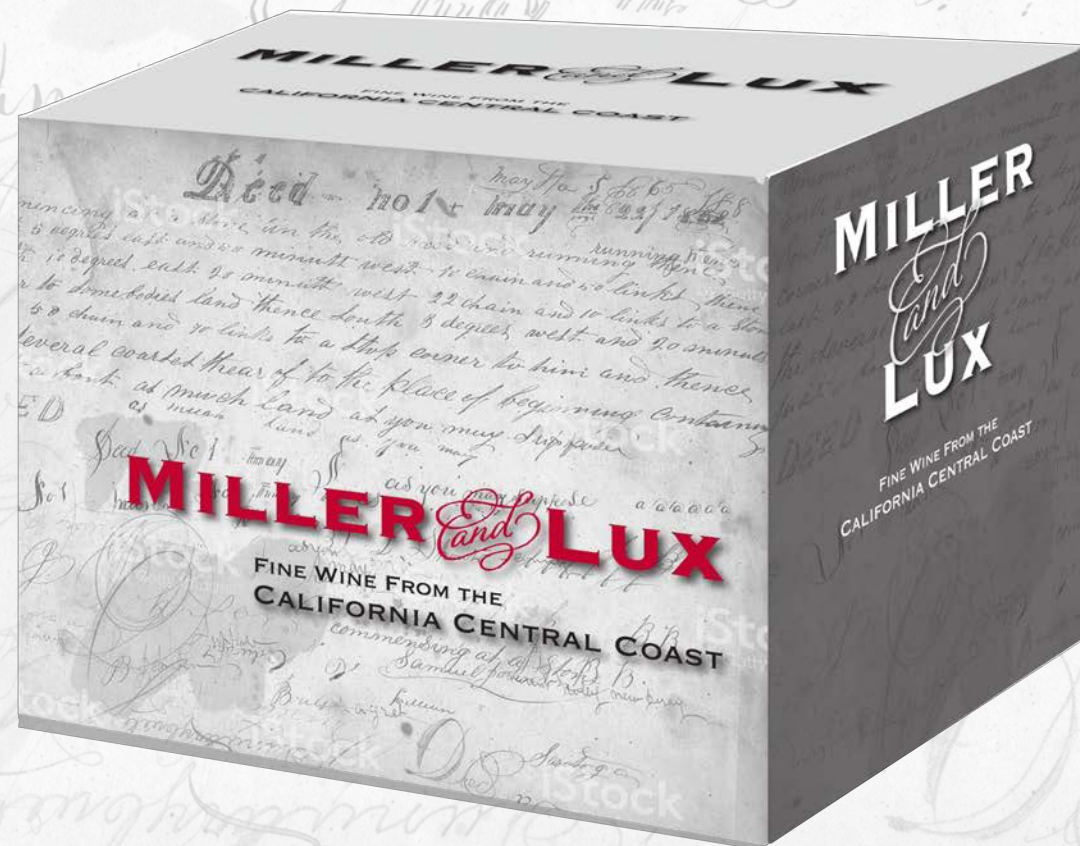
Miller and Lux went from small time New York butchers to the largest cattle owners in California, and one of the largest land holders in the United State in the late 1800's.

At the height of their partnership, Miller and Lux boasted nearly 1.4 million acres of grazing land and one million head of cattle.

They would come to be known as the "Cattle Kings of California".

Fast forward to current day, and much of the Miller and Lux land holdings is now the fertile ground of California's Central Coast wine country.

Upscale Packaging - Premium Central Coast Wines



Pacific Cruise HIGHWAY 1

Enjoy the ride!

Laguna Beach to Santa Monica. Cayucos to Point Lobos. Pebble Beach to Half Moon Bay. These are all classic California road trips that embody the American spirit and love of the open road.

Pacific Cruise Wines has created a three bottle series to commemorate this love of the road trip.

Pacific Cruise Cabernet Sauvignon says “hello” on the tongue, offering a wonderful aroma and full body finish.

Pacific Cruise Chardonnay delivers a bright, refreshingly playful wine - ideal refresher on a hot summer day.

The Pacific Cruise Red Blend offers a fruity and smooth wine that is blended in perfect harmony.



STARLIGHT MOSCATO



Summer in a bottle. Remarkably refreshing, STARLIGHT Fruit Flavored Moscatos offer a superb balance of freshness, citrus, and fruit aromas.

Just the right amount of sweetness makes STARLIGHT wines ideal for a spicy dish or an anytime sip.

Enjoy STARLIGHT Fruit Moscatos as a wine, over ice, or use as a fun, refreshing cocktail mixer. In any form, STARLIGHT Moscato is sure to please.

Flavors:

Strawberry
Peach
Watermelon

HIGH TIDE

Moscato & Pink Moscato

The fresh ocean breeze. The sound of the breaking waves. Pure refreshment. That is the spirit that embodies HIGH TIDE Moscato Wine Series. Bright and crisp Moscato, with just the right amount of sweetness and fruity indulgence. HIGH TIDE Moscato Wines are easy drinking and meant to be shared with friends. So pour a delicious glass, and listen for the sounds of relaxation.



Silverleaf Sauvignon Blanc



MARLBOROUGH
NEW ZEALAND
SAUVIGNON BLANC



J·HILLS

A TRADITION OF
WINEMAKING EXCELLENCE

PASO ROBLES

CABERNET SAUVIGNON

Flavors of peppery spice, plum and blackberry compliment the brilliant color and aromas of ripe fruit.

SANTA LUCIA HIGHLANDS

CHARDONNAY

Perfectly ripe green and yellow grapes deliver a Chardonnay that explodes with flavors of green apple, citrus and baked almond.

SANTA LUCIA HIGHLANDS

PINOT NOIR

Ripe fruit, herbal notes and ideal acidity. Perfect growing conditions deliver a perfect Pinot Noir.



TREMOR

WINES THAT SHAKE THE FOUNDATION OF GREAT WINE



INNOCENT MAN

Premium Napa Valley Cabernet
Open a bottle and open a conversation... "Is he?"



“IT IS BETTER
THAT TEN GUILTY
PERSONS ESCAPE
THAN THAT ONE
INNOCENT SUFFER.”

- William Blackstone

RAIN DROPS

CALIFORNIA ROSE

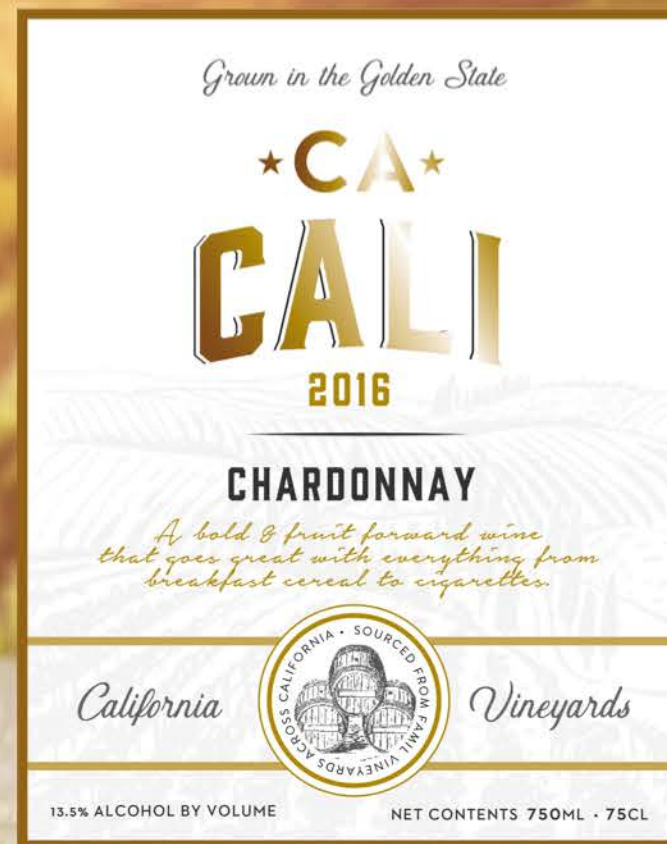


ANGEL'S KISS

CALIFORNIA ROSÉ



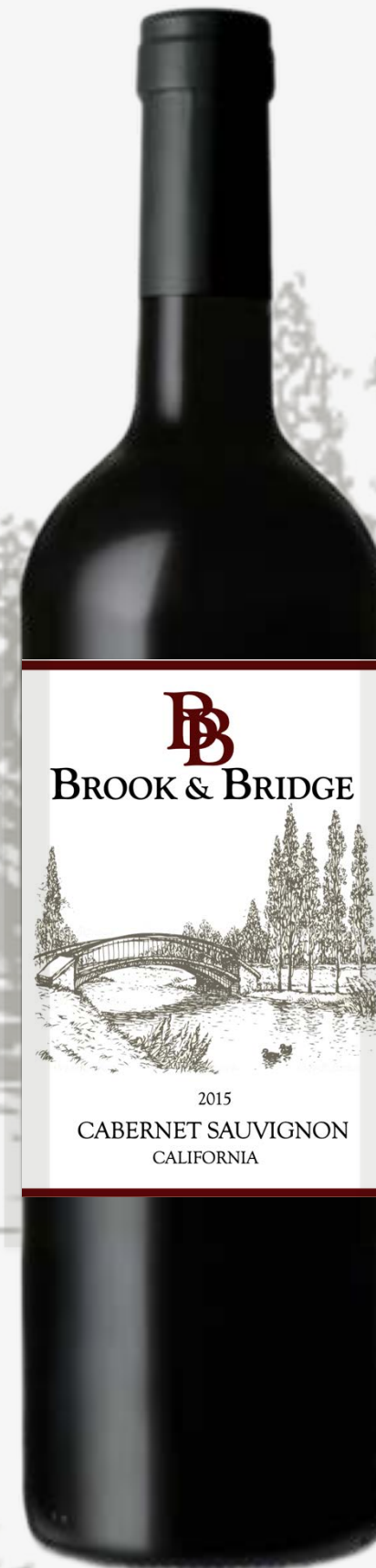
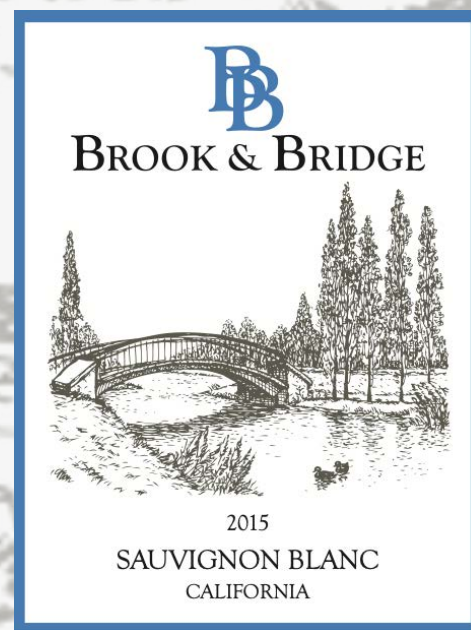
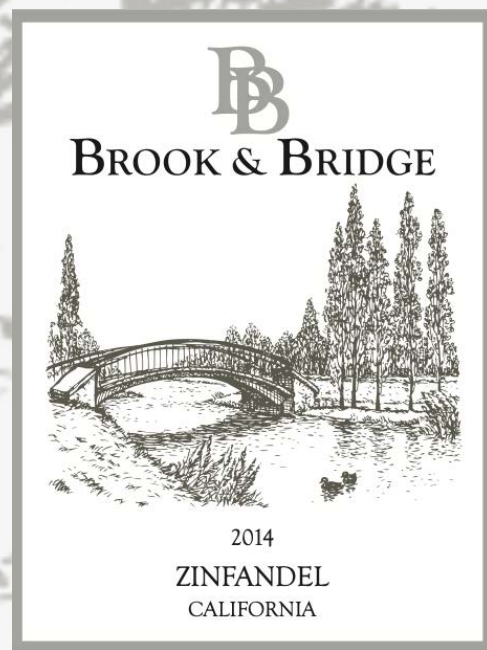
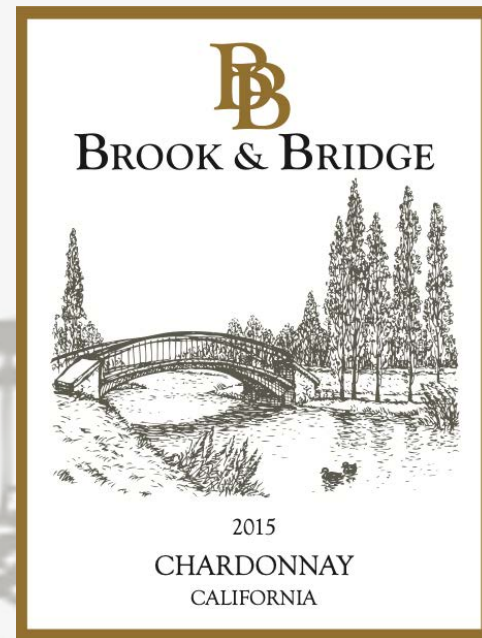
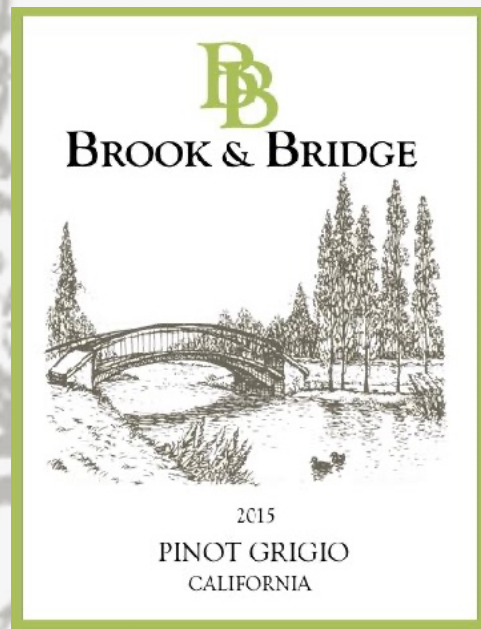
CA CALI



Sweet Red Wines



BROOK & BRIDGE



Brook & Bridge. Classic Californian wine to enjoy with family and friends. Available in 750ml and 1.5 liter.

VARIETALS:

- Cabernet Sauvignon
- Zinfandel
- Merlot
- Chardonnay
- Pinot Grigio
- Sauvignon Blanc

ITALIAN WINES

PINOT GRIGIO
IGT SICILY



PINOT GRIGIO
DOC VENETO



SICILY



ITALIAN WINES

PRIMITIVO



MONTEPULCIANO



PINOT GRIGIO



ITALIAN SPARKLING WINES

PROSECCO DOC



ITALIAN WINES

TOSCANA
ROSSO



CHIANTI
RISERVA



TOSCANA
(Baby Tuscan)



ITALIAN WINES

TOSCANA
(Super Tuscan)



AMORE ROSSO
RED BLEND

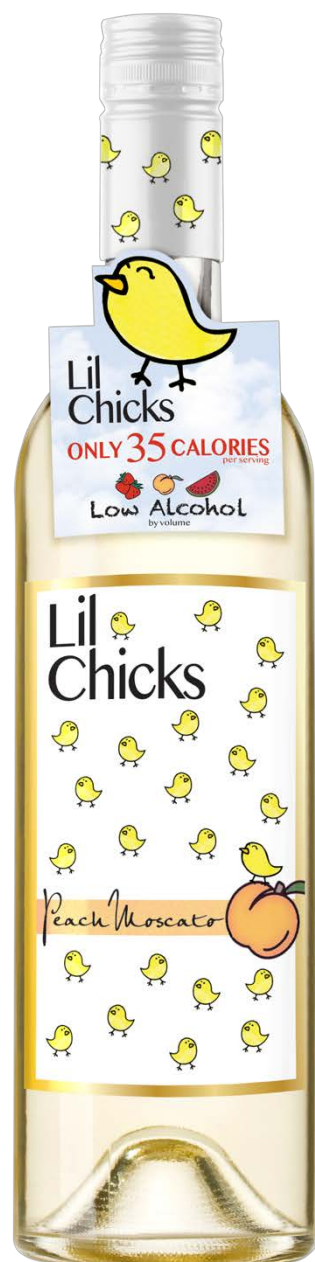


CHIANTI
RISERVA

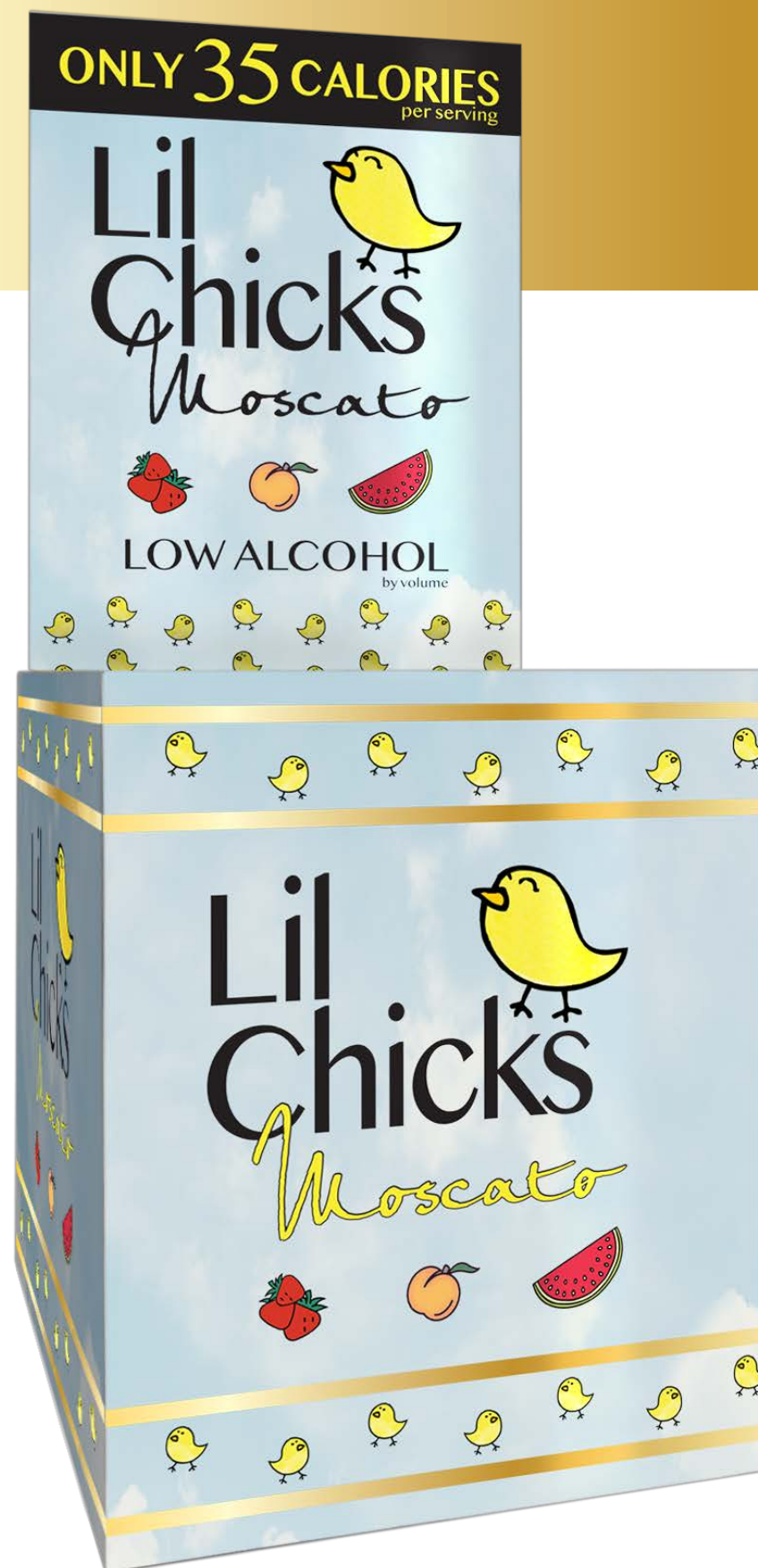




Lil Chicks low calorie, low ABV Wine. Leading the trend for low calorie wines!



Neck Tag



Shipper with Case Card



4-Pack 187 ml