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THE STATE OF ZINFANDEL

BERANWINES.com



BRAND REFERENCE SHEET



SOURCING PHILOSOPHY

For Beran (pronounced 'baron'), we rely on new vineyards along with old-vine plantings. We are honored to work with some of the most world renowned multi-generation Zin growers in Sonoma County, Napa Valley, Mendocino County, the desolate Sierra foothills of Amador County and other notable Zin regions. For instance, the Saini family has been growing Zinfandel in the Dry Creek Valley since 1917, and the Foppianos have been Sonoma County growers since 1896. On the new side is the dramatic Shannon Ridge Home Ranch in Lake County where a 15-year-old vineyard has been planted at elevations of 2,100 to 2,500 feet in lean, rocky and volcanic soil. Many of our growers' vineyards are certified sustainable or certified organic.

WINE STYLE

A true representation of what Zinfandel can offer with the ripeness of the warmer regions and brightness from cooler regions. Grapes picked at optimum ripeness combined with extended fruit maceration for 30 days at times then laid to rest for 12 months in a combination of American and French oak. The result is a flavor-packed, easy-drinking Zin with a soft supple mouth-feel and balanced acidity. Zinfandel is one of the most expressive and distinctive grape varieties and when made well should continue to evolve and improve in the bottle.

OWNER & WINEMAKER

Joseph Wagner

As a fifth generation Napa Valley winemaker and the youngest son of Chuck Wagner, founder of Caymus Vineyards, Joe learned his way around a vineyard long before he was able to drink wine. By the time he was 19, he knew that he would continue his family's winemaking legacy. He started Belle Glos wines and then followed up with the creation of Meiomi, now the leading luxury Pinot Noir in the country. In 2014, he formed Copper Cane Wine & Provisions. He's thrilled that this venture allows him to bring a multitude of creative offerings - among them Beran Zinfandel - to the marketplace.

WINEMAKER

John Lopez

Born and raised in Napa Valley, John is one of several of his family members to have worked alongside the Wagner family. For many years he worked at Caymus Vineyards, working with Joe on Belle Glos, and now Beran Zinfandel.



Beran – The Bear—is forever a figure of strength and head-strong drive. This same power and conviction stands behind our Zinfandels which we source and make without compromise.



COMPETITIVE SET

Seghesio, Earthquake and Decoy

RETAIL STANDARDS

Shelf placement at eye-level or above, adjacent to competitive set.

WINE LIST STANDARDS

Acceptable Examples:
2012 Beran California Zinfandel

UNACCEPTABLE EXAMPLES

2012 Beran Meiomi California Zinfandel

SHORT WINE DESCRIPTION

Flavors of red licorice, dried cherry and ripe dark berry fruits with hints of sweet tobacco.

LONG WINE DESCRIPTION

Smoky cedar, vanillin and sweet tobacco flavors blend harmoniously with cassis, cranberry, and cooked dark fruits like warm blackberry pie. Very soft refined tannins are balanced by a fresh acidity.

WINE NAME

Beran Zinfandel, California

APPELLATION

California: Sonoma County, Napa Valley, Mendocino County, Amador County, Lake County.

WINE STYLE

Color: Deep dark red with a black core and purple hues.

Aromatics: Smoky cedar vanillin notes, cassis, cranberry, sweet tobacco, and cooked dark fruits like warm blackberry pie.

Palate: Flavors of red licorice, dried cherry and ripe dark berry fruits are complexed with hints of sweet tobacco, and a slight dustiness.

Structure: Very soft refined tannins balanced by a fresh acidity.

KEY SELLING POINTS

1. Zinfandel is regaining popularity. Zinfandel \$20+ is growing faster at +15.4% than other larger varietal segments, including Chardonnay, Pinot Grigio and Red Blends*.
2. Beran Zinfandel emulates the successful sourcing philosophy of Meiomi. We blend fruit from the top California Zinfandel vineyards to create a complex, rich and easy-drinking wine.
3. For Beran, we source from world-renowned, multi-generation Zin growers combined with newer younger vineyards in some of the regions best known for Zin, including Dry Creek Valley and the Sierra Foothills of Amador County.

SALES OBJECTIVES

1. Successfully launch the brand nationally by benchmarking against 70% of current Meiomi Pinot Noir PODs, and achieve an On premise account base equal to 30% of Meiomi Wine List and BTG placements.
2. Target "profile" On premise accounts to position the brand and drive consumer trial.
3. Gain On and Off premise National Account listings, supported by 100% field execution and program compliance.

CHANNEL STRATEGY

1. Target 70% Off Premise and 30% On premise case sales mix
2. Off premise channels: Independent Retailers, Specialty Grocery, National Accounts, No Clubs
3. On premise channels: Wine List and BTG, targeting Steakhouses and "profile" white tablecloth restaurants

PRICING GUIDELINES

Suggested Retail Price: \$21.99 / Suggested Minimum Price: \$19.99

Wine List: \$40 / By The Glass: \$12

