

# CARNE HUMANA

## PROPRIETARY RED WINE

### NAPA VALLEY

#### WINERY OVERVIEW

Derek Beitler, Joseph Wagner's cousin, is the winemaker and founder of Carne Humana — growing up as childhood playmates at their family's Rutherford winery, it's a natural fit for the two of them to now partner together on this wine label. Named for the upper Napa Valley land grant, "Rancho Carne Humana", the bold and nuanced character of this wine is a worthy expression of the rich history and diverse soils of the land from where it is grown. The land grant was issued to Edwin Bale in 1841 and it encompassed the northern Calistoga boundary to the southern edge of the St. Helena Township.

#### SOURCING PHILOSOPHY

Today, the entire valley floor and foothills either side of the upper Napa Valley are home to a high concentration of old vine reds — from Zinfandel and Petit Syrah, to one-of-a-kind field blends and heritage varietals like Charbono. The gravelly loam soils and warm climate are perfect for producing an opulent, richly textured wine.

#### WINEMAKER

**DEREK BEITLER.** A fourth generation winemaker, Derek has spent the better part of his life surrounded by some of the best winemakers in the world. A nephew to Chuck Wagner, founder of Caymus Vineyards, Derek spent summers alongside his cousin, Joe Wagner, at the winery in Rutherford. After graduating from the University of Oregon with a BA in Environmental Studies with a focus in agriculture, Derek decided to return to his wine roots and moved to Sonoma County in 2006, where he once again benefited from hands-on learning, working alongside his family. In 2010, he moved to Napa Valley where he began experimenting with some of the notable red varietals produced in the region. This led him to create Carne Humana: a proprietary red blend sourced from Napa Valley. In 2014, Derek partnered with Joseph Wagner, resulting in Carne Humana becoming a part of Joe's company, Copper Cane Wines & Provisions.

#### WINE NAME

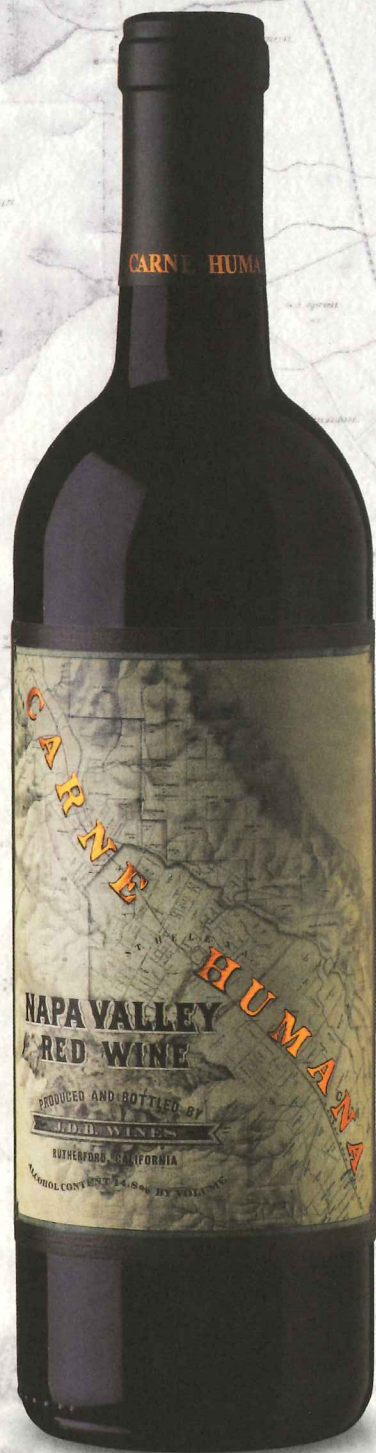
Carne Humana Napa Valley Red Wine.

#### APPELLATION

Napa Valley.

#### WINE STYLE

Whereas most red blends are created from separate lots of wine and blended prior to bottling, the fruit from this blend was carefully selected, co-fermented and barrel aged as a single lot to create a richly opulent wine with greater depth and integration.





## SALES OBJECTIVES

1. Successfully launch the brand in ALL states by benchmarking against leading Red Blends >\$30.
2. Target notable marquee/white table cloth accounts on premise to help establish brand prestige.
3. Gain on and off premise National Account listings, supported by 100% field execution and program compliance.

## COMPETITIVE SET

The Prisoner.

## RETAIL STANDARDS

Shelf placement at eye-level or above, adjacent to The Prisoner.

## WINE LIST STANDARDS

Acceptable Examples:

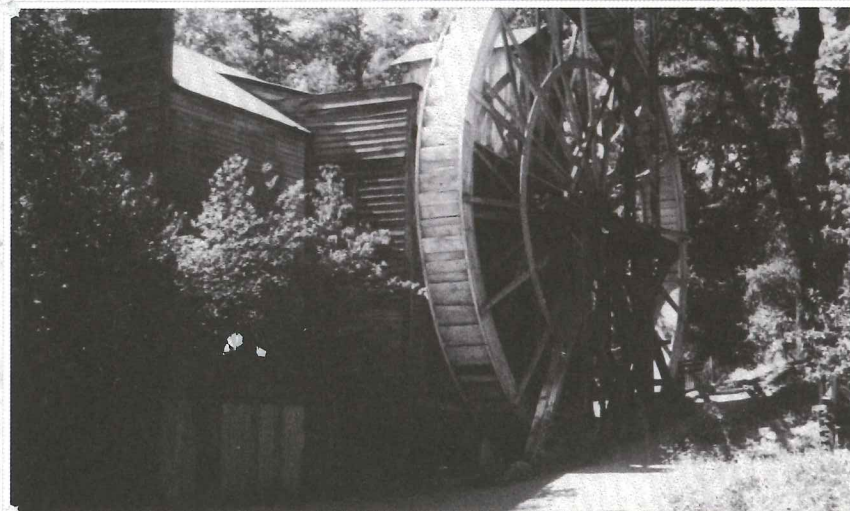
- 2012 Carne Humana Napa Valley Red Wine.
- 2012 Carne Humana Napa Valley Proprietary Red Blend.

Unacceptable Example:

- 2012 Carne Humana California Red Wine.

## CHANNEL STRATEGY

1. Target 60% Off-premise and 40% On-premise case sales mix, ensuring the brand is well-represented in On-premise to encourage consumer trial.
2. NO CLUB CHANNEL SALES to ensure pricing integrity is maintained.



## SHORT WINE DESCRIPTION

Rich and dense with flavors of dark fruit, Bing cherry, smoky bacon and black pepper.

## LONG WINE DESCRIPTION

Intense aromas of dark berry, Bing cherry and dried cranberry, layered with accents of smoky bacon, black pepper and sweet tobacco. The palate is fleshy and rich with dense, smooth flavors of raspberry torte, dark fruit, licorice and a savory seared meat character. Bold structure, balanced acidity and firm tannins give the wine tremendous depth, intensity and length.

## PRICING GUIDELINES

Suggested Retail Price: \$34.99 / Suggested Minimum Price: \$29.99.

## KEY SELLING POINTS

1. The Red Blend category remains the fastest growing varietal segment, up 19% vs. year ago.\*
2. Carne Humana is the perfect 'Prisoner alternative' enticing consumers who would like to explore new wines of a similar profile and quality.
3. 100% Napa Valley fruit, including grapes from historic old vine plantings, Carne Humana is co-fermented and barrel aged as a single lot for greater depth and integration.

CARNEHUMANAWINES.com

COPPERCANE.COM

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\* IRI, Total US - Food & Liquor, 12 weeks ending 11.30.2014. Last Updated: September 2014