



# CARNE HUMANA

## PROPRIETARY WHITE 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 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

Napa Valley "proper" has long been known for its optimum climate for growing Sauvignon Blanc, while its cooler outlying areas have created world class Chardonnay and the lesser-known Semillon. When grown in these respective climates, then blended together at pressing, these cultivars meld into a balanced style all of its own.

### 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 White Wine.

### APPELLATION

Napa Valley.

### WINE STYLE

Sauvignon Blanc and Semillon are picked at the same time and co-fermented as a single lot. These varietals give the wine the bulk of its dry crisp character. Sauvignon Blanc is allowed to ripen so as to not retain any green character and to provide gorgeous tropical fruit flavors of passion fruit, pineapple and guava. Semillon is picked just before peak ripeness to preserve the bright acidity and tangy backbone it is known for when picked at the optimum time. Chardonnay is blended in prior to bottling and provides attractive pear and lemon flavors.

## SALES OBJECTIVES

1. Successfully launch Carne Humana White Blend in key states for Carne Humana Red Wine.
2. Benchmark against leading White Blends \$20+.
3. Gain distribution in independent on and off premise accounts, as well as targeted Specialty grocery.

## COMPETITIVE SET

Blindfold, Tablas Creek, Treana.

## RETAIL STANDARDS

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

## WINE LIST STANDARDS

### Acceptable Examples:

2014 Carne Humana Napa Valley White Wine

2014 Carne Humana Napa Valley Proprietary White Blend

### Unacceptable Example:

2014 Carne Humana California White Blend

## SHORT WINE DESCRIPTION

Crisp pear, citrus and tropical fruit flavors, with a slightly creamy mouth feel and a long clean finish.

## LONG WINE DESCRIPTION

Intense fruit aromas of pear, lemon custard, pineapple and guava. A crisp and dry character with bright pear tones integrated with subtle citrus flavors and fruity, tropical highlights. The palate is mellow with a slightly creamy mouthfeel that gives way to a long, bright and clean finish. Lean, tight minerality, a fleshy middle palate and a rich tropical finish.

CARNEHUMANAWINES.com

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## 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 Mass discounters to ensure pricing integrity is maintained.



## PRICING GUIDELINES

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

Wine List: \$40 / By The Glass: \$10

## KEY SELLING POINTS

1. The Red Blend category remains the fastest growing varietal segment, up 19.25% 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 aged as a single lot for greater depth and integration.

\* IRI, Total US Food & Liquor, 12 weeks ending 04.19.15