



OUTLOT

WINES

A tribute to Sonoma's rich
agricultural heritage

Our Story

Outlot by definition, is a piece of land situated outside a town or city limits. Outlot, to us, is the special area just outside Healdsburg, fondly known to locals as the “Magnolia Peninsula”.

This area, the Magnolia Peninsula, has a long and rich history filled with stories of great ranches and exclusive resorts. It was famous for, and still is, rich farmlands which boast as much as twenty four feet of top soil in many areas. Nurseries and orchards thrived in the area from the late 1800s, ultimately giving way to the vineyards that are abundant in the area today.

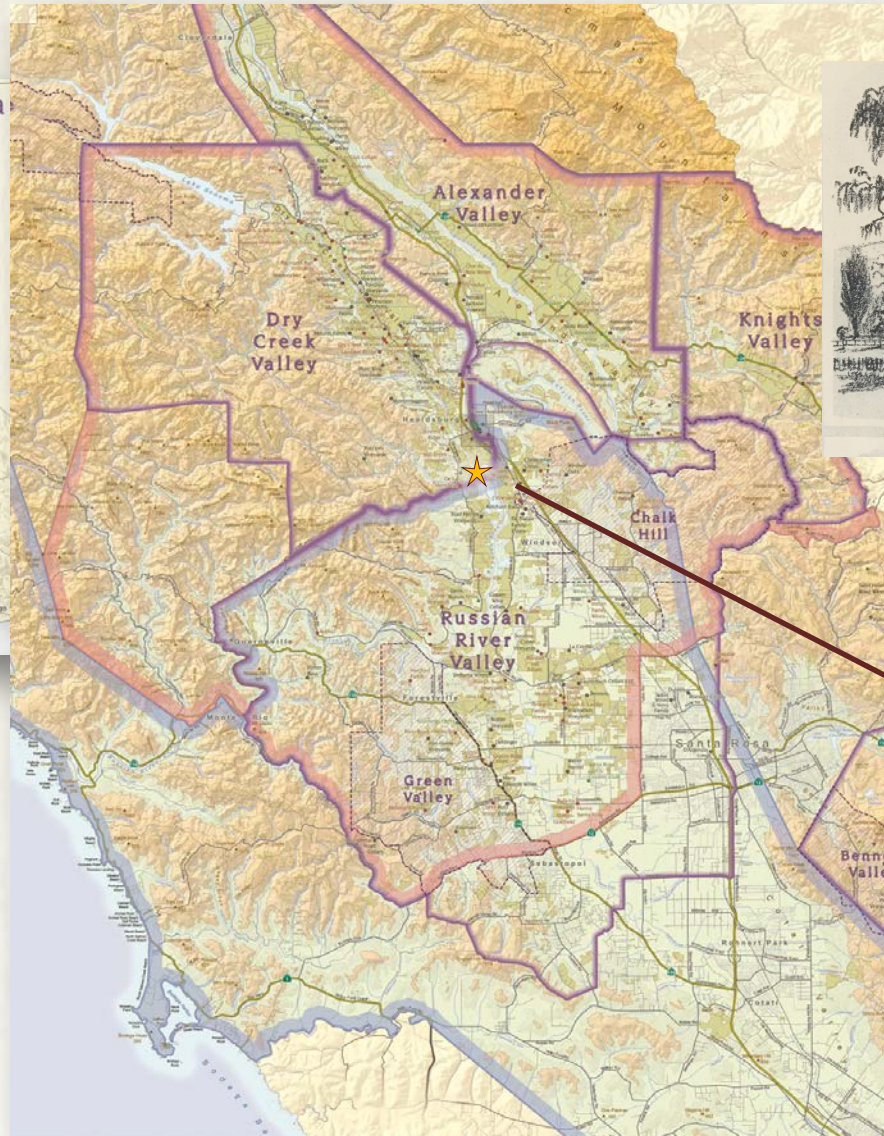
Had it not been for the dedicated farmers who live in the area, this rich farming land and heritage may not exist today. In the early 1970s the area came under scrutiny for residential development of the Magnolia Estates. Outraged, local farmers fought to protect the land, and to this day it remains an agricultural area.

With this wine, we celebrate the area and honor those that fought to ensure the Magnolia Peninsula would remain as it was back in the late 1800s, a rich farmland where vines and orchards thrive. It is living history in the modern era.



The “Peninsula”

Large AVAs of California



“Magnolia Peninsula”



The Wines



NEW: Rosé



Capture the Growth in the Premium Rose Category!

Rosé all day? Yes way, Rosé!

Outlot Wines is proud to extend their varietal offerings with the release of an Alexander Valley Rosé. Crafted in the French Provincial style from premium Alexander Valley fruit, the wine is a blend of Zinfandel and Merlot with a touch of Pinot Noir.

Rosé wine sales in the U.S. are growing by more than 40% per year - the fastest growth rate of any category. The Outlot Rosé is the perfect addition to build on this momentum, with global Rosé wine sales expected to grow by \$24 million from 2018-2022.

Premium Rose is Up!*

- Rosé \$18-\$24.99, +24% in volume and value.
- U.S. produced Rosé \$18-\$24.99, +72% in volume and 68% in value.
- All Rosé, +31% in volume and 28% in value.

*Nielsen, 52 weeks ending 05/18/19

Rosé



Wine Description

Through the hills, over the river and across the valley floor, we seek out vineyard gems for our Alexander Valley Rosé. A delicate salmon-pink color, with enticing aromas of ripe strawberries, rose petals and fresh cut watermelon. The bright, fresh palate is full of red fruit flavors that carry through with a subtle minerality and vibrant finish full of crisp citrus notes - like a taste of summer.

Pricing

\$22.99 Front Line

\$20.99 EDLP

\$18.99 Deep Discount

Sauvignon Blanc



Wine Description

Off the beaten track, down quiet country lanes, and along steep river banks we find treasures in isolated vineyard blocks with solitary microclimates where site expression is enhanced. Alive with scents of caper, nettle and fresh basil the Sauvignon Blanc dances on the palate to a riot of tropical, citrus and melon fruits. Opulent guava and lychee fruit entwine with oyster shell flintiness for a crisp, cleansing finish.

Pricing

\$18.99 Front Line

\$16.99 EDLP

\$14.99 Deep Discount

Chardonnay



Wine Description

Across country bridges, over railroad crossings, winding through canyons and far-out parcels we find small Chardonnay vineyard gems. The fruit from these outlying sites reflects a strong sense of place, of Sonoma. The wine's pearlescent hue leads to fleshy peach and apricot fruit on the palate laced with aromas of acacia blossom. Barrel fermentation adds supple texture and a pleasant contrast to the inherent minerality of the grapes. Notes of ginger and pear with a kiss of vanilla round-out the finish.

Pricing

\$22.99 Front Line

\$20.99 EDLP

\$18.99 Deep Discount

Cabernet Sauvignon



Wine Description

Out of bounds, beyond the pavement, and out of plain sight, our Alexander Valley vineyards are cached in the most picturesque and pioneering of places. Black currant and cherry fruit abound and reveal a muscular but supple structure that embodies the depth and richness of Sonoma County Cabernet Sauvignon. The generous palate offers savory spice and a waft of lavender to complement the abundant fruit while oak barrel aging contributes a gentle, creamy finish.

Pricing

\$24.99 Front Line

\$22.99 EDLP

\$20.99 Deep Discount

Pricing Summary

Rosé, Alexander Valley

FOB: \$146/9L Case

\$22.99 Front Line

\$20.99 EDLP

\$18.99 Deep Discount

Sauvignon Blanc, Sonoma Valley

FOB: \$120/9L case

\$18.99 Front Line

\$16.99 EDLP

\$14.99 Deep Discount

Chardonnay, Sonoma Valley

FOB: \$146/9L Case

\$22.99 Front Line

\$20.99 EDLP

\$18.99 Deep Discount

Cabernet Sauvignon, Alexander Valley

FOB: \$158/9L Case

\$24.99 Front Line

\$22.99 EDLP

\$20.99 Deep Discount

*Targeting 10% of business at front line, 65% of business at EDLP and 25% at deep discount.

Recent Accolades



Wine Enthusiast, Editor's Choice 92pts - 2015 Outlot Cabernet, Sauvignon, 7/19
Wine Enthusiast, 90pts - 2017 Outlot Sauvignon Blanc, 4/19
Wine Enthusiast, 90pts - 2014 Outlot Cabernet Sauvignon, 6/18



2018 San Francisco International Wine Competition
DOUBLE GOLD 97pts - 2015 Outlot Cabernet Sauvignon



2018 New York International Wine Competition
DOUBLE GOLD 95 pts - 2015 Outlot Chardonnay
GOLD 93 pts - 2016 Outlot Sauvignon Blanc



2018 Rodeo Uncorked! International Wine Competition
DOUBLE GOLD CLASS CHAMPION - 2015 Outlot Chardonnay



2019 Sunset International Wine Competition
GOLD 92 points - 2018 Outlot Sauvignon Blanc



2019 Orange County Fair Commercial Wine Competition
GOLD 90 points - 2018 Outlot Sauvignon Blanc

2019 San Diego Toast of the Coast
GOLD 91 points - 2015 Outlot Cabernet Sauvignon
GOLD 91 points - 2017 Outlot Sauvignon Blanc

Shippers



Display



TARGET AUDIENCE

Millennial Treaters

Younger, high spending, wine loving consumers, with quite traditional views of wine and growing knowledge

I actually do a lot of research on blogs and in magazines
Millennial Treater, female

Success!



I have Wine Enthusiast on my iphone
Millennial Treater, male

I love the Sherry Lehman newsletter online and also their emails
Millennial Treater, male

For fine wines or a special occasion I'd rather spend more on a known wine - like France or the US than an unknown
Millennial Treater, female

Key insights of these wine drinkers:

- Wine is an important part of their social lives and is about social sophistication as well as enjoyment and pleasure.
- Wine knowledge is important in their social lives and a symbol of success.
- Low awareness of brands because of limited experience.
- Most likely to use online and mobile communication;
- Drinking occasions tend to be social/formal.
- California, France and Italy are the preferred countries of origin. This group drinks Italian wine about 3.5 times a month on average.
- Their wine purchasing can be last minute and on-demand. Most likely to purchase in liquor store or high end store such as Whole Foods. They buy few bottles at a time because of lack of storage space.

Millennial Treaters

Younger, high spending, wine loving consumers, with quite traditional views of wine and growing knowledge

Key stats		
Who are they?		
Dominant age group is 25-34 years	Gender: even male / female split	Mid income
Wine drinking frequency	Over 6 in 10 drink wine more than twice a week, but only 10% say they drink daily	
Typical off-premise spend	Highest off-premise spend per bottle (29% say they spend over \$20 per bottle)	
Typical on-premise spend	Highest of any segment: 3 in 10 say they spend more than \$30 a bottle	
Buying channels	They are likely to be found purchasing wine in a liquor store or wine shop, and often purchase wine direct from a winery	

Key characteristics of these wine drinkers:

- Confident drinkers who like to think about what they buy – high use of online info
- Younger, relatively wealthy consumers with a mean age of 27 years
- More likely to be found in cities, particularly New York / Washington D.C.

What they look for when choosing wine:

- Biggest varietal repertoire of any Portrait group – average of 7 different varietals consumed across red and white
- They are more likely than US regular wine drinkers to drink wines from traditional wine-producing countries such as France and Italy
- The key driver of their behavior is **recommendation**. It can come from: friends and family (most important), shop staff, wine critics / bloggers, guidebooks etc.

Experienced Explorers

High spending, involved consumers who are adventurous about their wine choices

There is more character to wine than any other beverage
Experienced Explorer, male

Fun!

We enjoy telling each other why we picked something...
Experienced Explorer, male



There's comfort in wine...a warmth around wine that's not around other alcoholic beverages
Experienced Explorer, female

I'll look at an email regarding wine recommendations as long as it is from someone I trust
Experienced Explorer, female

Key insights of these wine drinkers:

- Wine is relaxation and fun, from buying it to drinking it.
- Wine is a good conversation point. The most appropriate drink for special occasions.
- Open to new communications (online) but are yet to fully embrace its potential.
- Always looking for the next interesting thing...they love wine regions and Imports, with France being the favorite country of origin.
- Least influenced group by promotional offers; however value for money is still very important.
- They shop where they can have a stimulating experience, equally happy to buy in their favourite store or a discount store, such as Costco, Sam's & Trader Joe's.
- They buy in bulk, also for their cellar.

Experienced Explorers

High spending, involved consumers who are adventurous about their wine choices

Key stats		
Who are they?		
Dominant age group is 25 – 44yrs	59% male, 41% female	Highest income group – nearly 60% over \$70k
Wine drinking frequency	Two thirds drink at least twice a week; one of those occasions is in a bar or restaurant	
Typical off-premise spend	Characterised by high spend per bottle for informal occasions – sweet spot is \$15-25	
Typical on-premise spend	High, but careful – will try to keep spend per bottle down to \$20 for informal occasions	
Buying channels	They are looking for a stimulating buying experience, which could come from shop personnel, the shop environment itself, or the range of products on offer	

Key characteristics of these wine drinkers:

- Confident, knowledgeable and frequent wine drinkers
- They have the highest household incomes of any group = 30% say they earn over \$100,000 a year
- They are typically suburb-dwellers with dual incomes, professional qualifications and small families

What they look for when choosing wine:

- Chardonnay, Pinot Grigio and Sauvignon Blanc are their favorite white varieties, but enjoy a range of others
- Just under 7 varieties on average, biased towards red wines
- High awareness of mainstream wine brands of any segment
- Broadest country of origin repertoire