

# FIVE RIVERS

## THE SPIRIT OF THE CENTRAL COAST

*Five rivers, a cool climate, a long growing season and the fertile Central Coast wine region – ideal conditions for our unique variety of grapes. From these grapes come four exceptional wines ready for you to savor, to share, to toast the simple joys of life. Discover the distinctive taste of California's Central Coast with Five Rivers Wines.*



### COOL COASTAL CLIMATE

- Vineyard & Winery located in the heart of the AVA appellation of Central Coast
- Central Coast: Chardonnay
- Santa Barbara: Pinot Noir
  - Santa Maria River
  - Siquoc River
  - Santa Ynez River
- Monterey: Cabernet & Merlot
  - San Benito River
  - Salinas River
- The Five Rivers carry fog inland from the coast helping to define the region's climate
- Greater pronounced varietal characteristics
- Greater color intensity & bigger tannin profiles (for reds) which require and reward more extensive aging in barrels

### OPPORTUNITY

- Domestic Category dominates the market
- Chardonnay #1 selling Domestic Varietal & the \$13 - \$14.99 Chardonnay price segment is outpacing both Chardonnay & Domestic Wine categories with +15.3% growth
- Pinot Noir Top 10 Growth Varietal & \$14 - \$15.99 Pinot Noir price segment outpacing both Pinot Noir & Domestic Wine categories with +13.1% growth
- Cabernet Sauvignon #1 selling Domestic Red Varietal & \$14 - \$15.99 Cabernet price segment outpacing both Cabernet Sauvignon & Domestic Wine with +16.0% growth
- Merlot #2 selling Domestic Red Varietal & #3 Domestic Varietal type & \$14 - \$15.99 Merlot price segment outpacing Merlot category with +4.4% growth

[www.fiveriverswinery.com](http://www.fiveriverswinery.com)