

FIVE RIVERS

RESTAURANT SELECT

EXCLUSIVE OFFERING FOR YOUR CUSTOMERS

COOL COASTAL CLIMATE

- Five Rivers Winery is located in the heart of the California Central Coast, where five rivers bring temperature moderating fog from the Pacific Ocean to the inland vineyards.
- California wines possess a distinctive character, due to the proximity of the Pacific Ocean. The wines are fresh, bursting with lively fruit flavors and a balanced acidity, making them the perfect choice for food pairings.

NEW PACKAGING

- Clean, elegant white label conveys a premium quality
- Five Rivers seal highlights cool climate and coastal vineyard origins, which the brand represents
- High end paper stock and printing techniques
- Blue foil design on label ties in Five Rivers brand story
- “Restaurant Select” designates exclusivity of on-premise tier
- Return to a punted, slightly heavier bottle

BTG SUPPORT

- Five Rivers Restaurant Select hits the “sweet spot” price range for BY THE GLASS listing. By offering your guests single-serving options of this treasured, quality wine, you stand to INCREASE TICKET SALES and GAIN REPEAT CUSTOMERS.
- **PROMOTE** – Five Rivers offerings with Menu Insert
- **UP-SELL** – use small portion samples to encourage by-the-bottle purchase
- **IMPACTFUL** – elegant decanter will attract attention and provoke interest
- **SALES AID** – “Five Rivers” Corkscrews & Aprons also available

FIVE RIVERS RESTAURANT SELECT VARIETALS

- **Cabernet Sauvignon:** Bright, garnet-red in color, the Five Rivers Restaurant Select Cabernet Sauvignon exhibits vibrant aromas of berry and lightly toasted oak. Smooth, and well-structured on the palate, with rich fruit flavors, a hint of vanilla spice and a lush lasting finish.
- **Chardonnay:** Bright golden yellow in color, the Five Rivers Restaurant Select Chardonnay exhibits crisp fruit-forward flavors of green apple, followed by hints of vanilla and oak. Medium-bodied on the palate, the oak influence is balanced by lush fruit flavors and a clean acidity.
- **Merlot:** Deep garnet in color, the Five Rivers Restaurant Select Merlot exhibits aromas of ripe black cherry, followed by notes of cranberry and fresh herbs. Pleasantly smooth on the palate, with a charming hint of vanilla oak on the finish.
- **Pinot Noir:** Brilliant, cherry red in color, the Five Rivers Restaurant Select Pinot Noir exhibits aromas of cherry and clove spice, followed by soft floral notes. Bright and youthful on the palate, with a seductive finish of strawberry-rhubarb jam.

