

SINCE 1983

BONNY DOON VINEYARD

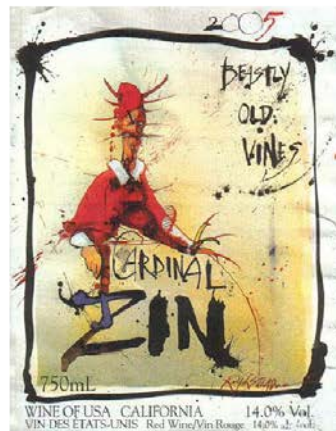


Greeting
Earthlings!

OVERVIEW

Bonny Doon Vineyard is a 40 year old Central Coast wine brand. Founded in the hamlet of Bonny Doon in the Santa Cruz Mountains, 1982.

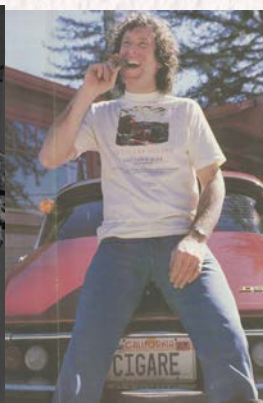
Established by iconic California winemaker Randall Grahm with the intent to make naturally soulful, distinctive and original wines, there have been many iconic brands under the Bonny Doon Vineyard umbrella over the years



RANDALL

Winemaker & Founder

- The original Rhône Ranger
- Once held a real funeral for the death of the cork
- Has an asteroid named after him



FROM MANY WINES COME FOUR

LINED PRICED

\$14.99

MSRP



BONNY DOON



PHILOSOPHY

All roads lead to Rhône

"Lees" is more - minimal intervention

Live long & screw cap - corks are problematic

Climate change is real

Wines with LIFE FORCE



We are not alone



WINE STYLE:

- Old World aesthetic
- Floral Not Fruity
- Savoriness
- No Oak

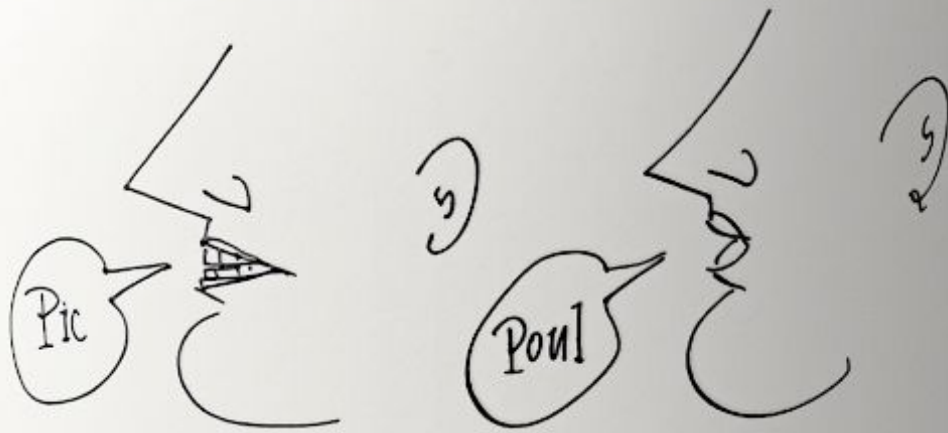
SKUs:

1. Picpoul
2. Le Cigare Blanc - "White Wine of the Earth"
3. Vin Gris de Cigare - "Pink Wine of the Earth"
4. Le Cigare Volant - "Red Wine of the Earth"

AVA:

Central Coast, California
(Monterey, Paso Robles, San Luis
Obispo, Santa Barbara County)





Bonny Doon Vineyard

2020 Picpoul

Arroyo Seco · Beeswax Vineyard

Picpoul

Production - 2,200 cases

SRP / BTG - \$14.99 / \$10

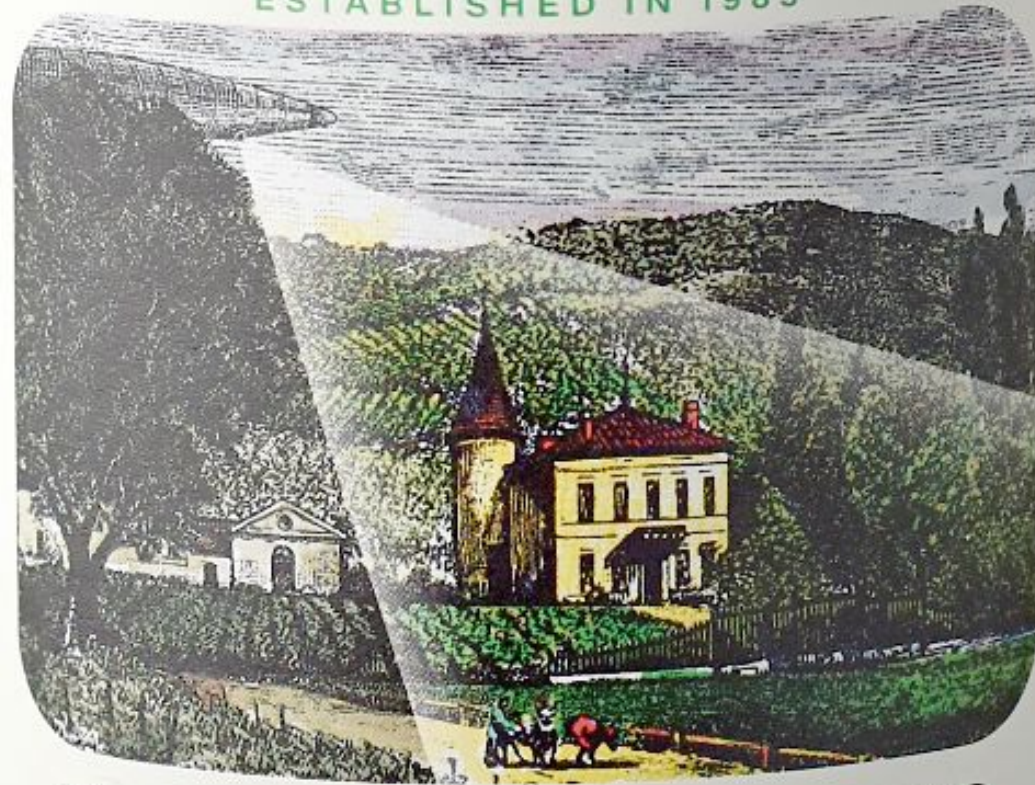
What makes this wine special?
Low alcohol trending category.

Fun to say!
100% Picpoul

Translates to "Lip Stinger"

Along with the unique scent
of...well, Beeswax, are white
flowers and pineapple, with a
bracing and refreshing acidity
and pleasing savoriness

ESTABLISHED IN 1983



BONNY DOON VINEYARD

LE CIGARE BLANC

WHITE WINE OF THE EARTH

LE CIGARE BLANC

Production - 2,600 cases

SRP / BTG - \$14.99 / \$10

60% Grenache Blanc, 32%
Vermentino, 8% Clairette
Blanche

It's really the Vermentino
character that shines
through - pineapple, lime,
mango and pine tree, herbal
underbrush and wet stones

ESTABLISHED IN 1983



BONNY DOON VINEYARD

VIN GRIS DE CIGARE

PINK WINE OF THE EARTH

VIN GRIS DE CIGARE

Production - 26,000 cases

SRP / BTG - \$14.99 / \$10

What makes this wine so special?
California's original dry pink wine (since 1983). A true Vin Gris (as opposed to a vin de saigner)

71% Grenache, 11% Cinsaut, 5% Clairette
Blanche, 5% Grenache Blanc, 4%
Mouvedre, 4% Vermentino

Wild strawberry, peach, guava, with
wonderful creaminess & length

Success Stories

- Best selling rosé in Whole Foods national set
- BTG rosé in national PF Chang's



LE CIGARE VOLANT

Production - 11,000 cases

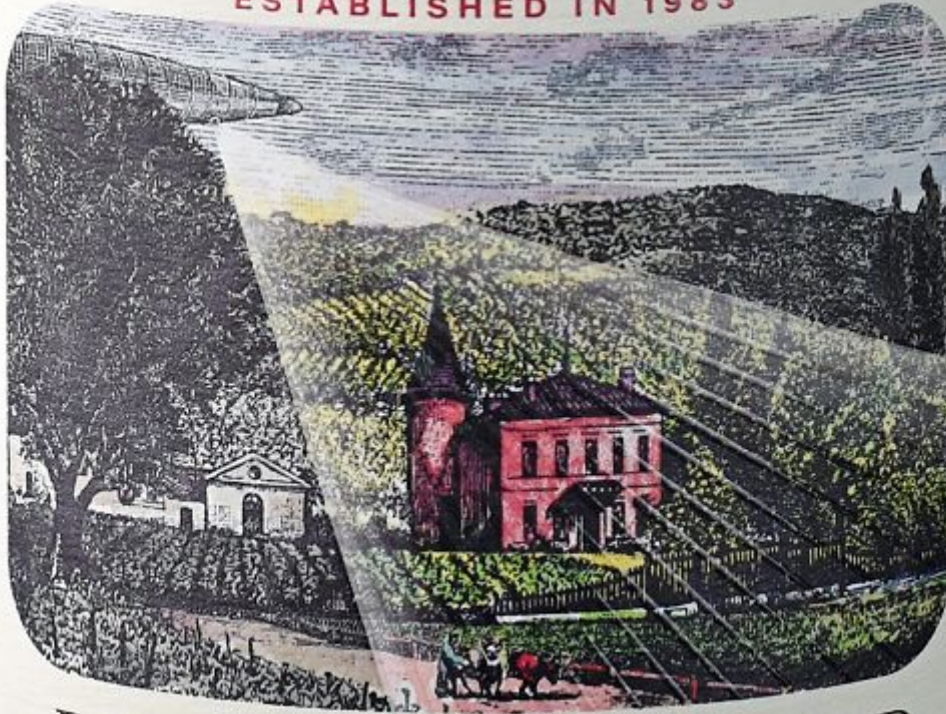
SRP / BTG - \$14.99 / \$10

What makes this wine so special?
Most iconic California Rhône
blend Produced continuously
since 1984

56% Grenache, 30% Cinsault, 13%
Syrah, 1% Petite Sirah

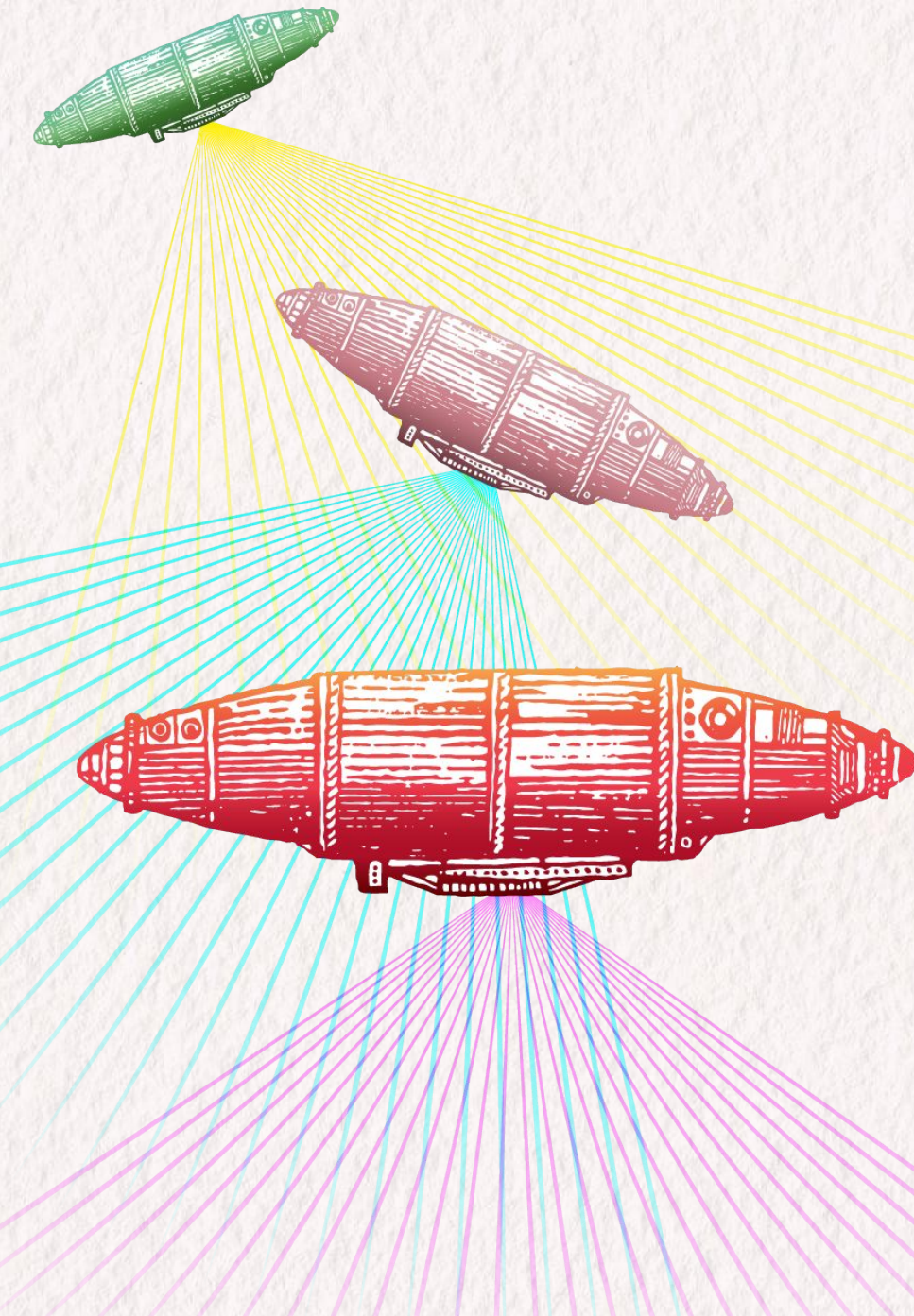
Juiciness, fruit (but not confectioned
or overripe), brightness,
exuberance, joy and not least, a
sense of savoriness.

ESTABLISHED IN 1983



BONNY DOON VINEYARD
2019 LE CIGARE VOLANT
RED WINE OF THE EARTH

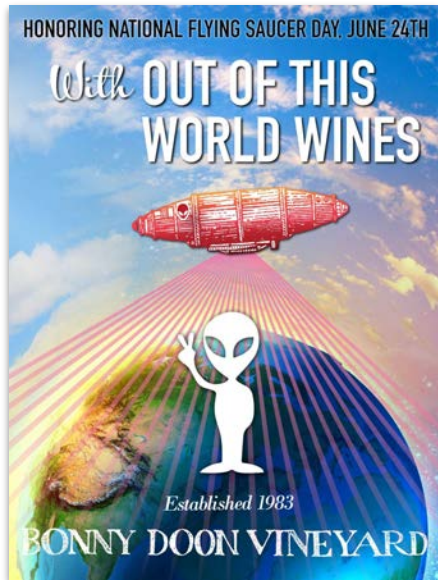
LABEL ARTWORK



Le Cigare Volant (The Flying Cigar), named for the alien Spacecraft which were "banned by decree of the village council of Châteauneuf-du-Pape." Original art from 1855 edition of "Bordeaux et Ses Chateaux" with spaceship courtesy of Jules Verne, circa 1870.

Available POS

Case Cards



Neckers/Shelf Talkers



Life size alien cutouts

Earth Wines
Are Easy



@bonnydoonvineyard

ON FACEBOOK + INSTAGRAM + bonnydoonvineyard.com