

*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**



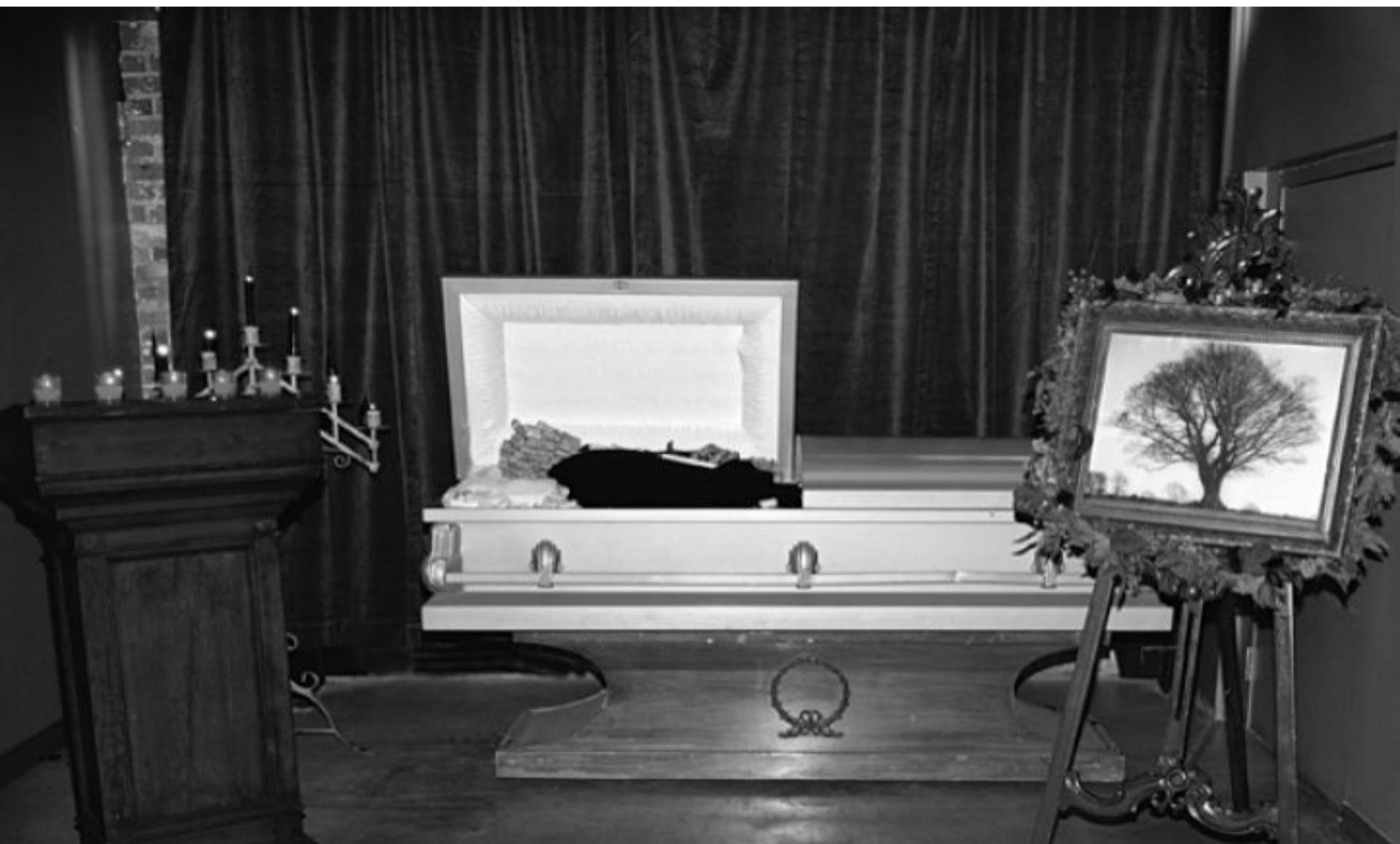


# RANDALL

*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**



**BONNY  DOON**



# WINE STYLE:

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

# SKUs:

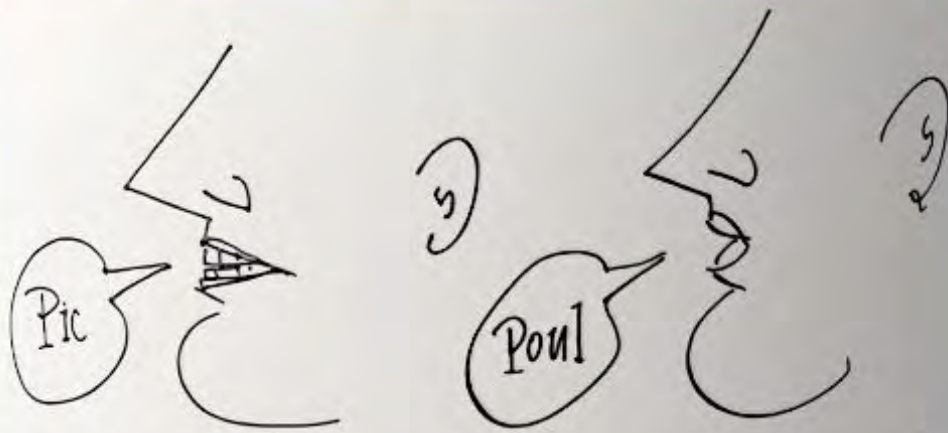
1. Picpoul
2. Le Cigare Blanc - "White Wine of the Earth"
3. Vin Gris de Cigare - "Pink Wine of the Earth"
4. Le Cigare Volant - "Red Wine of the Earth"

# 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

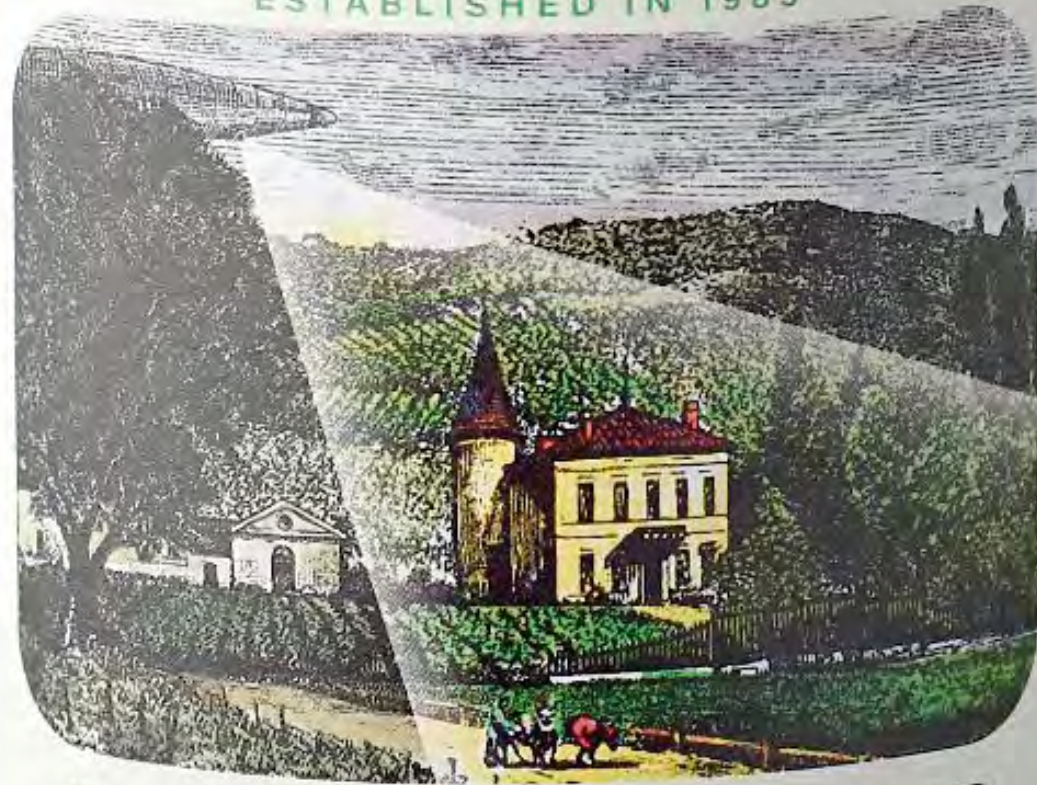
Translates to "Lip Stinger"

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





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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.



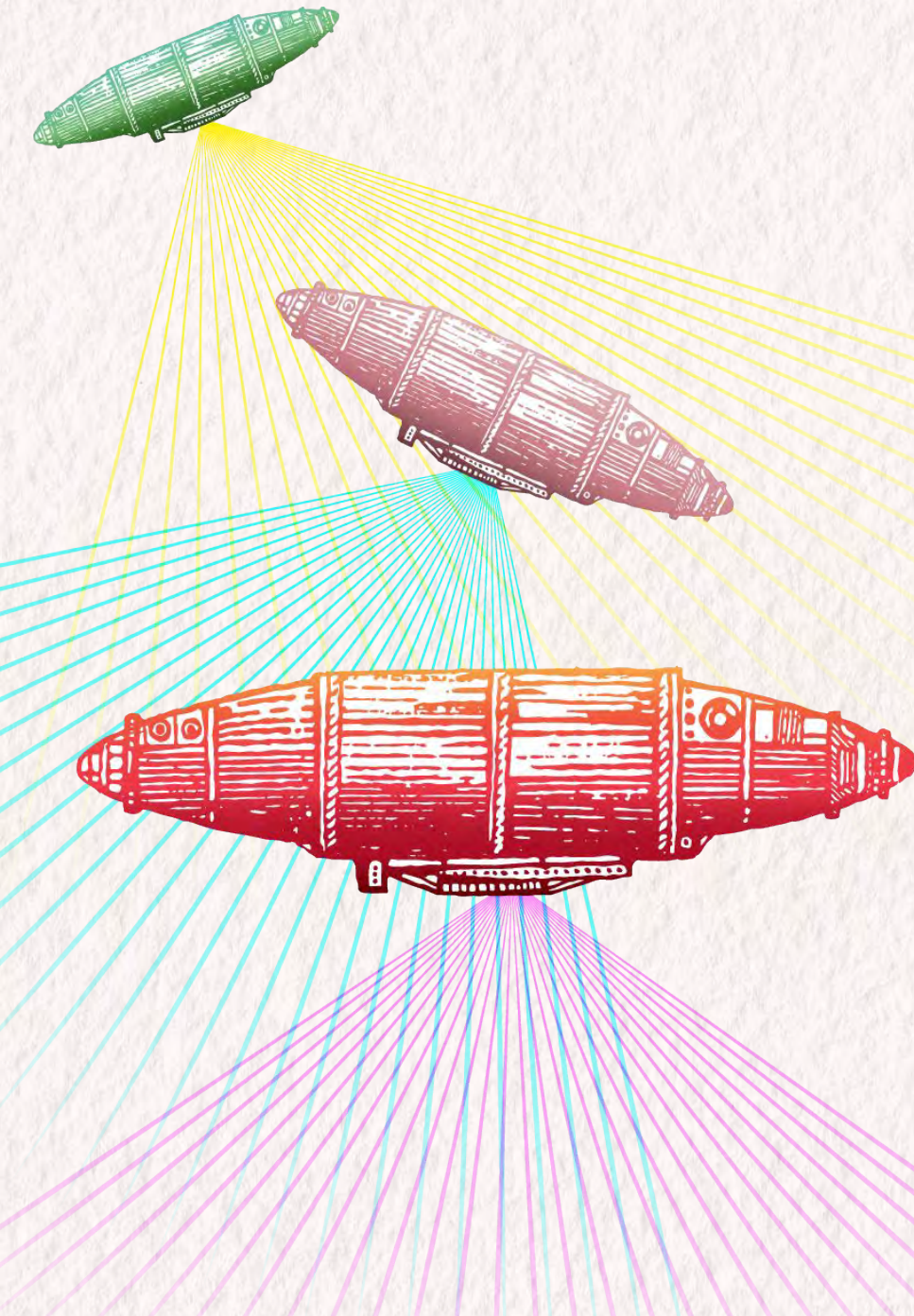
ESTABLISHED IN 1983



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



# LABEL ARTWORK

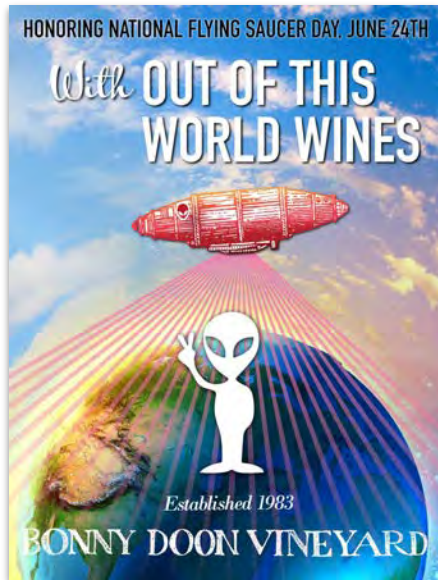


Le Cigare Volant (The Flying Cigar), named for the alien Spacecraft which were "banned by decree of the village council of Châteauneuf-du-Pape." Original art from 1855 edition of "Bordeaux et Ses Chateaux" with spaceship courtesy of Jules Verne, circa 1870.



# Available POS

Case Cards



Neckers/Shelf Talkers



Life size alien cutouts



Earth Wines  
Are Easy



@bonnydoonvineyard

ON FACEBOOK + INSTAGRAM + [bonnydoonvineyard.com](http://bonnydoonvineyard.com)