




SINCE 1982

# BONNY DOON

VINEYARD

FOR WINE EXPLORATION 





## OVERVIEW

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Bonny Doon Vineyard is a 40 year old wine brand based on the Central Coast of California. It was founded in the hamlet of Bonny Doon in the Santa Cruz Mountains in 1982.

Established by iconic and treasured winemaker Randall Grahm with the intent to make naturally soulful, distinctive and original wines, there have been many brands under the Bonny Doon Vineyard umbrella over the years in the spirit of *wine exploration*.

# FIVE EXPLORATIVE WINES

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LINED PRICE  
**\$14.99**  
MSRP



**Picpoul**



**Le Cigare  
Blanc**



**Vin Gris de  
Cigare**



**Le Cigare  
Volant**



**Le Cigare  
Orange**



# LABEL ARTWORK

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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.



## FURTHER LABEL EXPLORATION :

- 2 hidden aliens
- Randall Grahm's actual face

## FIND THESE HIDDEN GEMS :

- An inquisitive flying squirrel
- Parent and child discovering alien
- lifeforms Wine bottle telescope



# RANDALL GRAHM

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FOUNDER & DIRECTOR OF WINEMAKING

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





# NICOLE WALSH

WINEMAKER

- 20 Vintages at Bonny Doon Vineyard
- Leader in women owned winery
- movement Abundance of 90+ scores from respected publications
- Extensive vineyard operations and viticulture experience internationally
- Spearheaded viticulture program at Michigan State University



# FUNERAL FOR THE CORK

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On October 2nd, 2002, at Manhattan's Grand Central

Station, Randall Grahm staged an industry changing funeral for the cork. Since that fateful day all Bonny Doon wines have been sealed with screwcap.



Monsieur Thierry Bouchon (Mr. Cork Puller) Born 1985 — Died 2002





# PHILOSOPHY

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“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 STYLES

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

## SKUS

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- Picpoul
- Le Cigare Blanc - “White Wine of the Earth”
- Vin Gris de Cigare - “Pink Wine of the Earth”
- Le Cigare Volant - “Red Wine of the Earth”
- Le Cigare Orange - “Skin-Contact Wine of the Earth”

## AVAS

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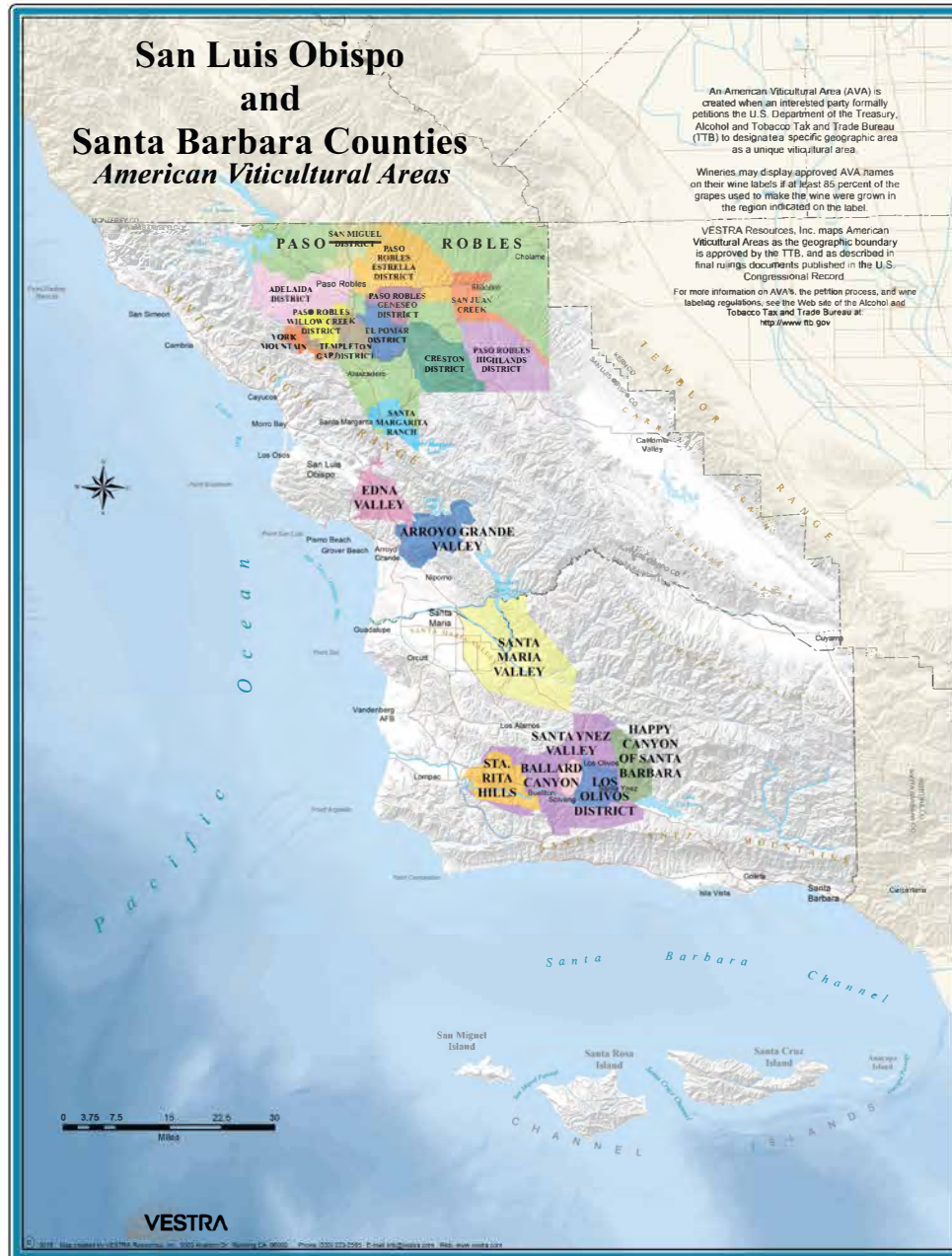
- Central Coast, California
- Vineyards in Monterey, Paso Robles, San Luis Obispo, Santa Barbara Counties
- Cool Climate Vineyards







# San Luis Obispo and Santa Barbara Counties *American Viticultural Areas*





91  
points



## PICPOUL

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### Production

We are the largest domestic producer  
of Picpoul nationally  
5,000 cases annually

SRP / BTG

\$14.99 / \$10

What makes this wine special?

Low alcohol (10.5%)

Fun to say!

88% Picpoul

12% Vermentino

Picpoul translates to “Lip Stinger”

White flowers and pineapple, with a bracing  
and refreshing acidity.



# COMPETITIVE SET: PICPOUL

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BONNY  
DOON  
PICPOUL  
\$14.99



HUGHES  
BEAULIEU  
PICPOUL  
\$10.46



JADIX  
PICPOUL DE  
PINET FRANCE  
\$14.15



TABLAS  
CREEK  
VINEYARD  
\$35.00



FONT MARS  
PICPOUL DE  
PINET FRANCE  
\$14.95



91  
points



## LE CIGARE BLANC

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Production

3,400 cases annually

SRP / BTG

\$14.99 / \$10

What makes this wine special?

73% Vermentino

23% Grenache Blanc

4% Clairette Blanche

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



# COMPETITIVE SET: LE CIGARE BLANC

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LE CIGARE  
BLANC  
\$14.99



CONUNDRUM  
WHITE  
BLEND  
\$12.99



APOTHIC  
WHITE  
(WINEMAKER'S  
BLEND)  
\$10.99



CÔTES-DU-  
RHÔNE  
BLANC  
\$16.99



TABLAS CREEK  
BLANC COTES  
DE TABLAS  
\$31.99



92  
points



## VIN GRIS <sup>DE</sup> CIGARE

Production

20,000 cases annually

SRP / BTG

\$14.99 / \$10

What makes this wine special?

California's original dry pink wine (since 1983)

A true Vin Gris (as opposed to a vin de saigner)

50% Cinsault

43% Grenache

5% Clairette Blanche

2% Mourvedre

This wine is made from the lightest pressing of red grapes, is pleasingly pale in color and elegant in fragrance.



# COMPETITIVE SET: VIN GRIS DE CIGARE

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VIN GRIS  
DE CIGARE  
\$14.99



CHATEAU  
D'ESCLANS  
WHISPERING  
ANGEL ROSE  
\$18.97



JOSH CELLARS  
ROSE  
CALIFORNIA  
\$12.68



ANGELS &  
COWBOYS ROSE  
CALIFORNIA  
\$14.94



SOFIA ROSE  
CALIFORNIA  
\$14.12



**93**  
points



## LE CIGARE VOLANT

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Production

15,000 cases annually

SRP / BTG

\$14.99 / \$10

What makes this wine special?

Most iconic California Rhône blend

The Flagship Bonny Doon Wine

Produced continuously since 1984

65% Grenache

5% Cinsault

18% Syrah

7% Petit Sirah

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



# COMPETITIVE SET: LE CIGARE VOLANT

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VIN GRIS  
DE CIGARE  
\$14.99



TABLAS CREEK  
PATELIN DE  
TABLAS PASO  
ROBLES RHÔNE  
\$21.90



APOTHIC RED  
(WINEMAKER'S  
BLEND)  
\$9.99



ST COSME  
COTES DU  
RHONE  
\$17.99



E. GUIGAL  
COTES DU  
RHONE  
\$16.88



## LE CIGARE ORANGE

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Production

11,000 cases annually

SRP / BTG

\$14.99 / \$10

What makes this wine special?

40% Grenache Gris

40% Grenache Blanc

10% Grenache

10% Orange Muscat

Aromas of fresh apricot, citrus, & tangerine blossom. Bright, fresh palate with peach, apricot and citrus peel. Textured & vibrant.



# COMPETITIVE SET: LE CIGARE ORANGE

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LE CIGARE  
ORANGE  
\$14.99



FIELD  
RECORDINGS  
'SKINS'  
\$22.00



GERARD  
BERTRAND-  
ORANGE GOLD  
\$24.99



LOVE YOU  
BUNCHES  
ORANGE  
\$24.15



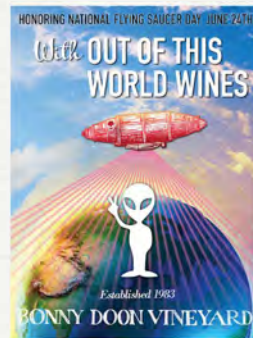
SUN GODDESS  
PINOT GRIGIO  
RAMATO  
ORANGE WINE  
\$21.99

# AVAILABLE POS

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**SWAG**



National Flying  
Saucer Day - June 24th



Orange is the  
New Pink



**Life Size  
Alien Cutouts**





FOR WINE EXPLORATION 🍷

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[bonnydoonvineyard.com](http://bonnydoonvineyard.com)



@bonnydoonvineyard

**BONNY DOON**  
VINEYARD

