

Chime[®] - Artisan Wines Offered At Commercial Prices

The ideal combination of growers, grapes and winemaker

- Chime[®] delivers consumers consistently high-quality wines at attractive price points
- Higher margins, lower pour costs and increased consumer engagement



CLASSIC CALIFORNIA - SRP \$12.99

- Total production of 20,000 cases
 - 22% CAGR since 2009
 - California Pinot Noir
 - California Cabernet
 - California Chardonnay
 - California Red Wine
 - 33% retailer margin



LIMITED RELEASE - SRP \$19.99

- Total production less than 4,000 cases
 - Ed's signature wines
 - Oakville Chardonnay
 - North Coast Pinot Noir



Chime® - Crafted By Ed Killian, Master Winemaker

Winner of over 100 scores of 90+ from the Wine Spectator

Principal Market:

Colorado

Region: California

Varietals: Pinot Noir,
Chardonnay

Price Point: \$12.99

Competitive Set:

Mark West, Bogle,
Castlerock

