



RUTHERFORD

WINE COMPANY



Company Background

Rutherford Wine Company: Showcasing Excellence Since 1978

Founded in 1978, Rutherford Wine Company (RWC) is proudly rooted in the world-renowned Rutherford appellation of Napa Valley. As a multi-generational, family-owned and operated wine company, RWC combines deep heritage with a forward-looking approach to meet the highest standards of quality, and distinction.

Our company develops and markets a diverse portfolio of premium brands, each expressing the unique character of California's most prestigious growing regions. From the acclaimed vineyards of Napa Valley to the distinctive appellations of Arroyo Seco, Monterey County, Central Coast, North Coast, and Lodi, our wines are crafted to capture the essence of place and the passion of our people.



Morgan Zaninovich, Owner and General Manager



Marc Zaccaria, Head Winemaker



Rutherford Ranch

Brand Story

As a family owned and managed winery located in the heart of Napa Valley, Rutherford Ranch is renowned for its emphasis on sustainable winegrowing and winemaking practices.

5 SKUS

- Cabernet Sauvignon
- Sauvignon Blanc
- Chardonnay
- Reserve Chardonnay
- Reserve Cabernet Sauvignon



Channel Focus and Demographics

Channel Strategy

Retail: Upscale grocery and independent wine shops

On-premise: Neighborhood bistros and wine bars

Demographics

Age: 38–58

Income: Upper-middle to affluent (household income \$100K–250K+)

Psychographics:

- Appreciates quality and authenticity but dislikes pretense
- Seeks products with a story and sense of place

Behaviors:

- Shops wine shops, upscale grocers and frequents neighborhood bistros
- Shares wines at intimate dinners or relaxed gatherings



Predator

Brand Story

Ladybugs are predators that play an important role in our sustainable farming practices as they help rid an area of crop-damaging aphids, mealybugs, and other destructive insect pests.

Tagline

What's good for the vine is good for the wine.

5 SKUs

- Ladybird North Coast Chardonnay
 - Cabernet Sauvignon
 - Old Vine Zinfandel
 - Loveliness North Coast Sauvignon Blanc
 - Six Spot Red Wine
- Ladybugs represent family's dedication to sustainable farming practices and good luck for future harvests
 - Quality to price ratio outperforms appellation and categories



Channel Focus and Demographics

Channel Strategy

- **Retail:** Mainstream grocery (all clusters), independent wine shops, liquor stores
- **On-premise:** National, regional and neighborhood casual dining, by the glass

Demographics

Age Range: 28–42

Income: Middle to Upper-Middle, Household Income: \$80-\$150K

Psychographic:

- Attracted to brands with transparency and integrity
- Values discovery and loves sharing with friends.

Behaviors:

- Enjoys social gatherings centered around food and drink
- Shops at premium grocers or boutique wine shops
- Looks for wines that are both flavorful and responsibly made



Rhiannon



Rhiannon

Brand Story

- The Goddess Rhiannon is a figure of power and mystery in Welsh Mythology.
- Generations of our family have traveled from Wales to California, where we have farmed the land since the 1930s
- Rhiannon is a celebration of our roots and heritage.



Channel Focus and Demographics

Channel Strategy:

- National and regional grocery
- Neighborhood wine shops and liquor stores
 - On-premise BTG

Demographics

Age: 28–45

Income: \$85,000–\$130,000 household income

Psychographics:

- Appreciates artistry and storytelling — drawn to brands with soul, not status alone
- Balances sophistication with playfulness; enjoys indulgence without pretension

Behaviors:

- Shops for wine at premium grocery and boutique wine shops
- Open to exploring blends and new varietals, but prefers smooth, fruit-forward wines



Scott Family Estate

Brand Story

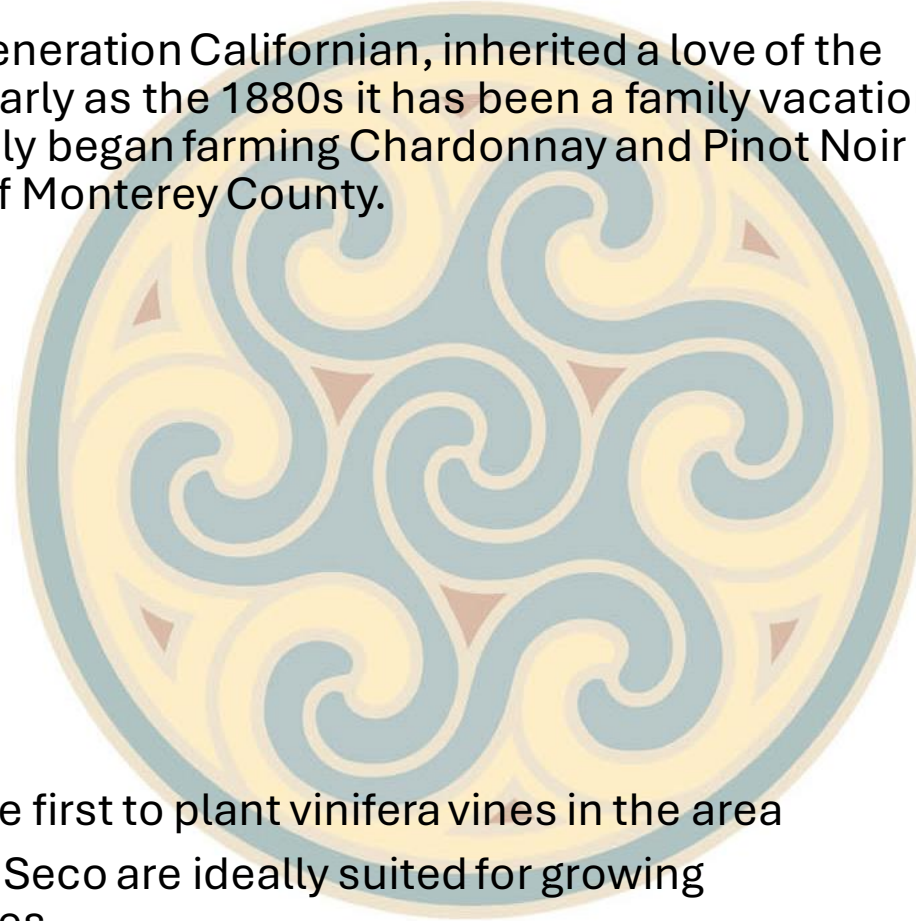
Theo Scott Zaninovich, a fourth-generation Californian, inherited a love of the Golden State's Pacific Coast. As early as the 1880s it has been a family vacation destination. In the 1970s, her family began farming Chardonnay and Pinot Noir grapes in the Arroyo Seco region of Monterey County.

Tagline

Female-owned. Terroir inspired.

2 SKUs

- Chardonnay 'Dijon Clone'
 - Pinot Noir 'Dijon Clone'
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- Zaninovich family was among the first to plant vinifera vines in the area
 - The microclimates of the Arroyo Seco are ideally suited for growing Chardonnay and Pinot Noir grapes.
 - 100% hand harvested



TORCIA



Brand Story:

We created TORCIA to represent our search for excellence amongst Napa Valley's diverse appellations and the crafting of wines that tell the story of the land.

TORCIA means “torch”, which speaks to our family's five generations of responsible farming and our dedication to being dedicated land stewards.

Key Facts

- 55% Merlot, 19% Cabernet Sauvignon, 16% Petite Sirah with some Malbec and Petit Verdot.
- 2,777 cases made
- Aged 24 months in French and American oak

Hillside select fruit from:

- Abela Vineyard in Rutherford AVA
 - Atlas Peak
 - Coombsville
 - Howell Mountain
 - Spring Mountain
-
- Family-owned vineyards, along with long-term grower relationships, allow us to source from exclusive small-lot Napa Valley properties.

Four Virtues

Brand Story

A renowned wine writer said the best wines must exhibit four virtues: a distinctive style and quality unlike any other; a unique expression of origin (terroir); an intense but not overpowering flavor; and satisfying to the palate and intellect. In other words, be a wine worth talking about!

2 SKUS

- Cabernet Sauvignon
 - Zinfandel
- Aged on French and American oak, then finished in heavily charred Bourbon barrels for 1-3 months



Round Hill

Brand Story

Round Hill was founded in the 1970s and is considered a Napa Valley heritage brand

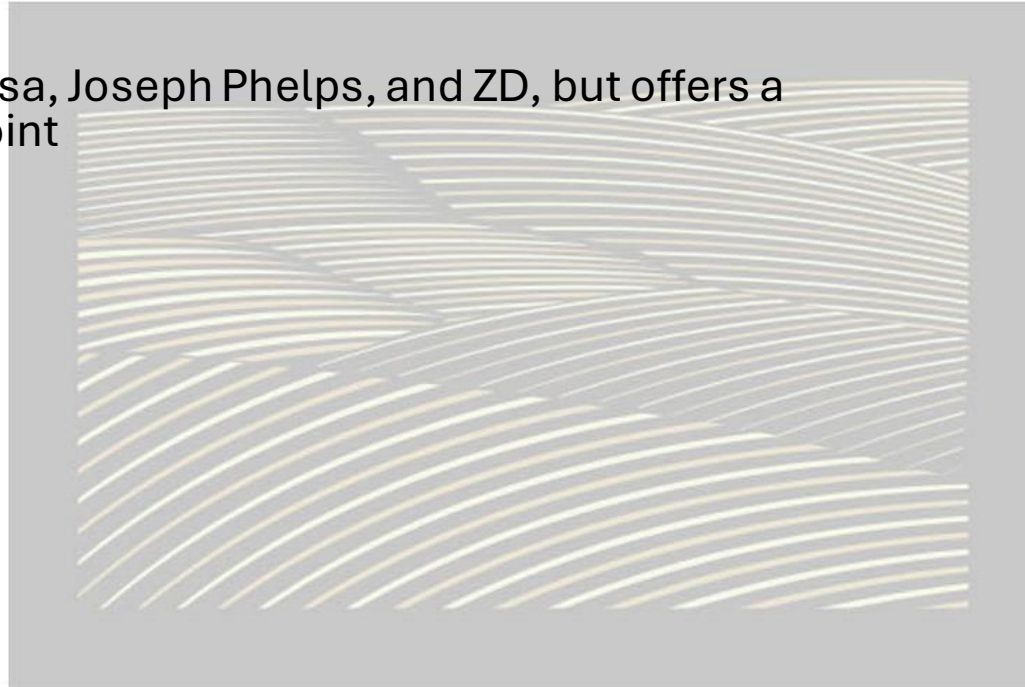
Its neighbors include Quintessa, Joseph Phelps, and ZD, but offers a stunningly affordable price point

Tagline

(Re)Discover Round Hill

2 SKUs

- Chardonnay
 - Cabernet Sauvignon
- It's a 50-year California brand rooted in Napa
 - An everyday value that consistently overdelivers—value to quality ratio is high





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