

Central Coast Insights

Andrew Nelson, WarRoom Cellars

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I grew up in Ojai
California.

Graduated from
Cal Poly SLO with a
BS in Agribusiness
and a minor in
Viticulture and
Enology.





From a young age my brother and I were extremely interested in drinking, making, and selling alcohol...

My first wine job was a harvest intern at Edna Valley Vineyard in 2007.





After 4 years in Napa/Sonoma I moved back to the Central Coast for my first entrepreneurial venture.

A Rabble is a disorderly mob, pushing the public to think differently.

A new beginning





- On January 2nd 2018, WarRoom was founded.
- Our mission is to create a 1 million case wine brand.
- All for wine. Wine for all.



WarRoom
Cellars

The
Founders



What is a WarRoom?

- We are a wine producer based in Santa Margarita.
- We are a team of 9.
- We acquire heritage wine brands and reposition them, focusing on what consumers love about that brand.
- We launch innovation wine brands focused on new trends.
- We make wine at 3 different facilities on the Central Coast.
- 220k cases sold in 2021.

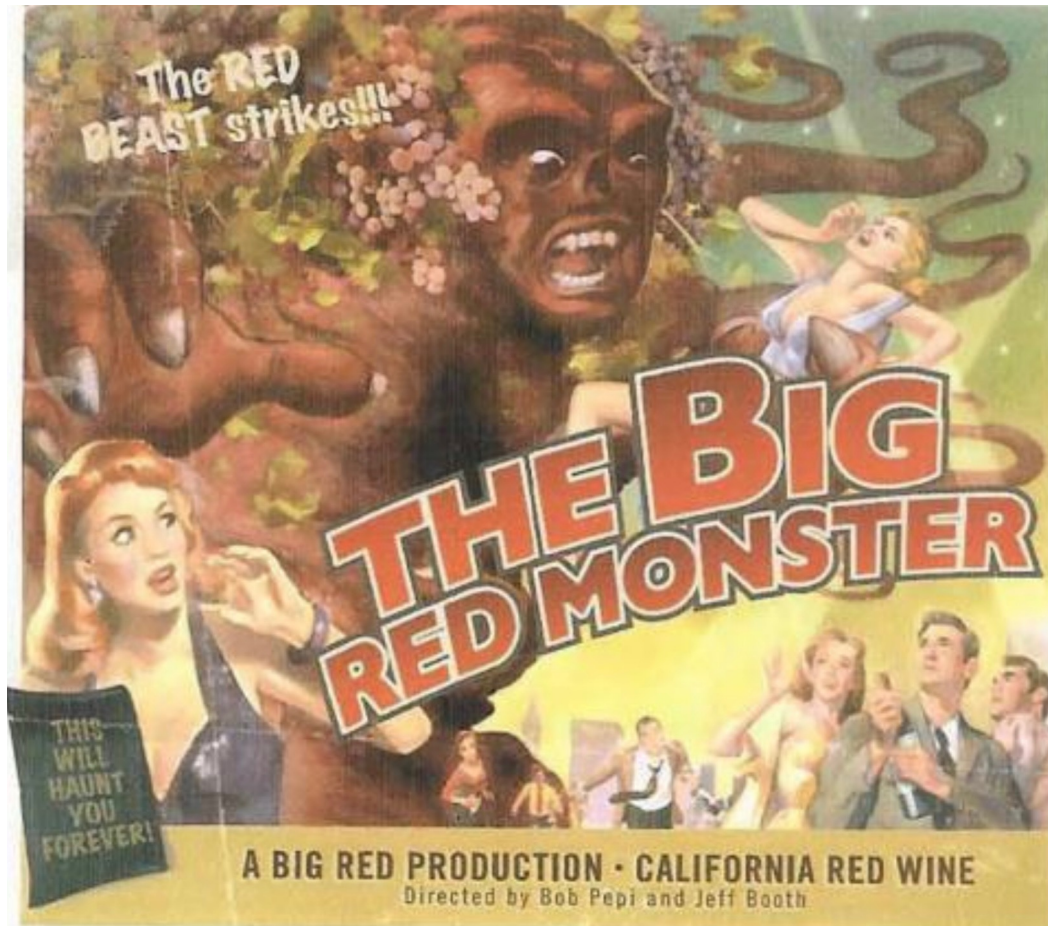


In July of 2018, Lapis Luna was our first acquisition (founded 20 years ago). It was selling 3k cases per year.

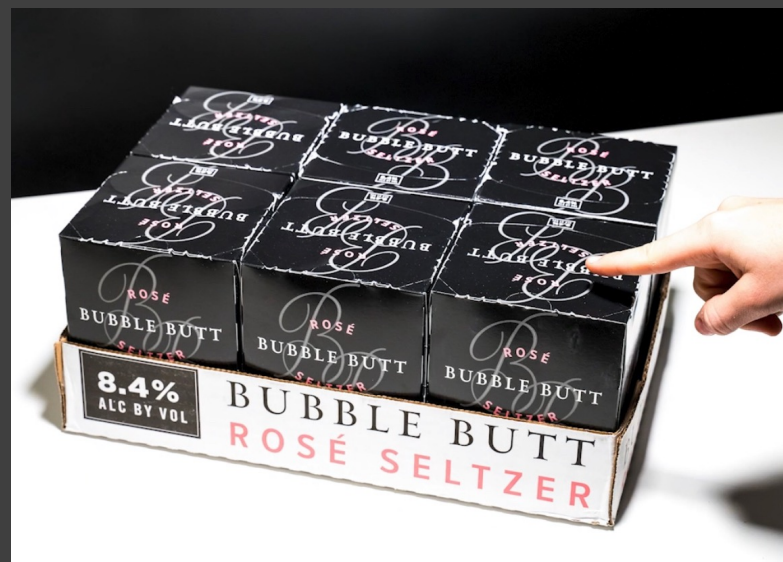
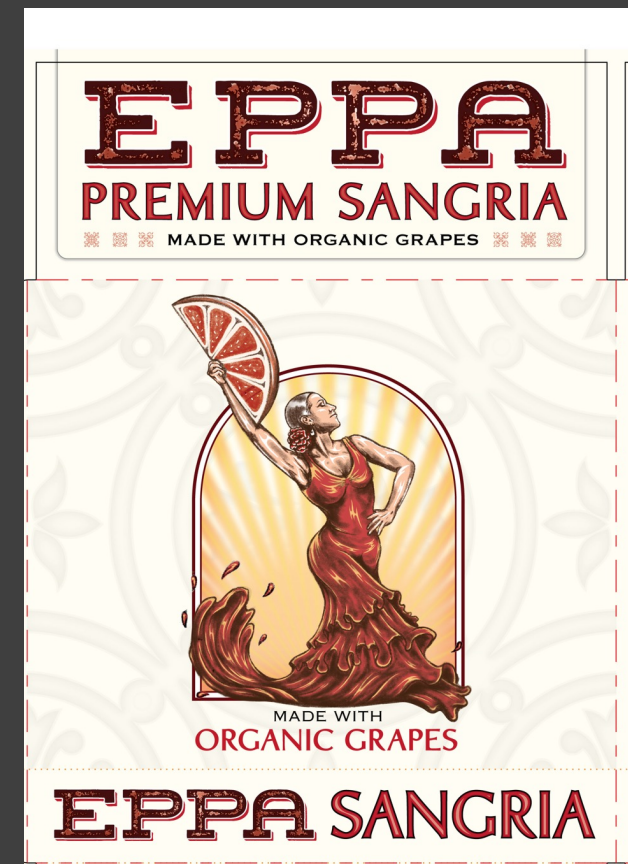


In Dec of 2019 we acquired the iconic Bonny Doon Vineyard brand. It was founded 40 years ago by industry treasure Randall Grahm.





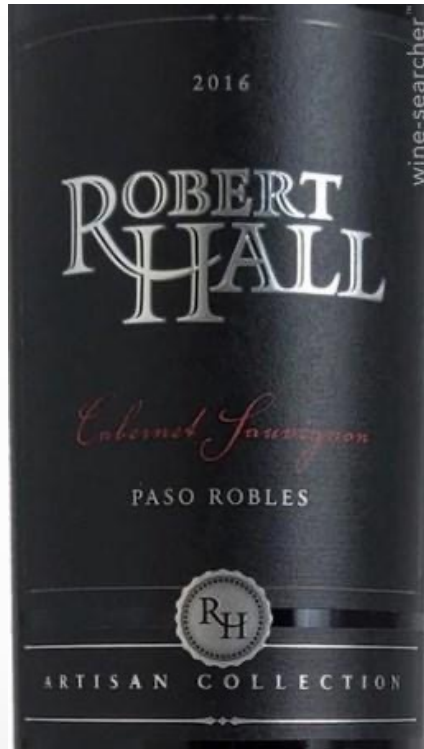
In 2020 we were asked to redesign and produce a brand for our distributor partner.
The Big Red Monster.



- Hallmark Channel Wines (2020)
- Bubble Butt Rosé Seltzer (2020)
- Skyfall, Ruta, Eppa (2021)

What's
happening on
the Central
Coast?





The riches are
in the niches.





The future?



1) More definable
consumer bases.

2) Margin over growth.

3) DTC and E-commerce.

Success is
going from
failure to
failure without
loss of
enthusiasm

