

Reinvigorating a Global Powerhouse Brand in the US Market



On Being Consumer Obsessed



CASILLERO DEL DIABLO

DIABLO

Introducing a New Brand
to Meet Aspirational
Millennial Demands



DIABLO
BLACK CABERNET
SAUVIGNON
[MAULE VALLEY / Valle del Maule]
VINTAGE
Cosecha
20
21

Striking the Right Balance



CRYSTAL

Varietal

Sauvignon Blanc

SRP

\$12.99/\$14.99

Origin

Chile



BLACK

Cabernet Sauvignon

\$12.99/\$14.99

Chile



DARK RED

Red Blend

\$12.99/\$14.99

Chile

DIABLO

The background of the slide features a series of thin, wavy, light-colored lines that create a sense of movement and depth, resembling a stylized landscape or a decorative pattern. The lines are most prominent in the upper half of the slide and fade out towards the bottom.

Bezel

By the Cakebread family

Why the Central Coast and Why Now?

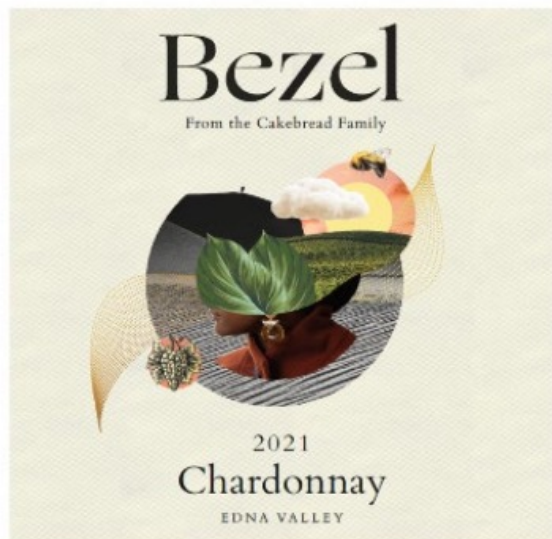
Reaching New Consumers

- Older Millennials/Younger GenX (30-45 years old)
- Seeking quality wines to enjoy more often,
not save for major moments
- Favor brands reflecting their values
(diversity & social responsibility)

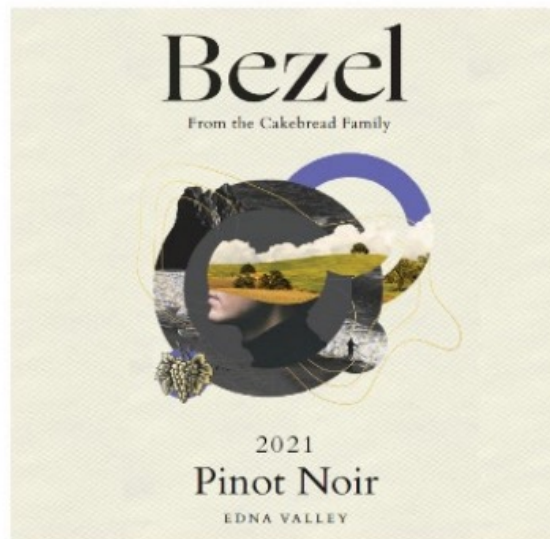


The Wines

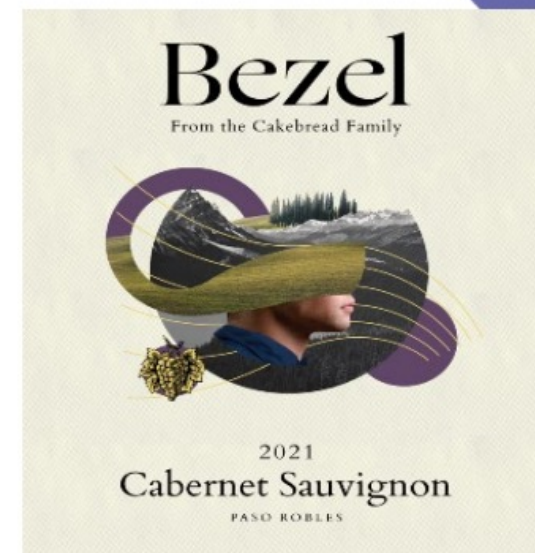
Bezel



- ▶ Lemon zest, Granny Smith apple, fresh pear, vanilla spice
- ▶ 20% new French oak
- ▶ 14.1% alcohol



- ▶ Ripe plum, black cherry, raspberry, cedar, baking spice
- ▶ 20% new French oak
- ▶ 13.5% alcohol



- ▶ Wild blackberry, boysenberry jam, dark chocolate & bay leaf
- ▶ 20% new French oak
- ▶ 14.5% alcohol

The Labels

Bezel

Our wines are complex and vibrant.
So are our labels.

Each label collage blends ...

- Black & white photographs by Jack Cakebread
- Silhouettes celebrating each person's unique qualities
- Vivid colors & images evoking the fresh, fruit-forward wine style – and the vibrant Central Coast vineyard scenery



2021
Chardonnay
EDNA VALLEY

Cakebread Family Portfolio

Bezel

Brand	Cakebread Cellars	Mullan Road Cellars From the Cakebread Family	BEZEL From the Cakebread Family
Essence	Always exceptional, always welcoming	Exploring new wine frontiers	A glass as great as we are together
Target	<ul style="list-style-type: none"> • Core: Baby Boomers • Recruits: GenX 	<ul style="list-style-type: none"> • Core: Baby Boomers • Recruits: GenX 	Older Millennials/Younger GenX (30-45 years old)
Channel Focus	On-Premise	On-Premise and Off-Premise Independents	Off-Premise chains
Wine Style	<ul style="list-style-type: none"> • Refined, sophisticated • Bright, concentrated • Food friendly 	<ul style="list-style-type: none"> • Classic, elegant • Structured 	<ul style="list-style-type: none"> • Vibrant, fruit-forward • Fresh (whites) • Moderate tannins (reds)
Location/ AVA	Napa Valley	Royal Slope, WA	Other than Napa (West Coast focus)