

RUTHERFORD Ranch

About Rutherford Ranch Sauvignon Blanc

- 100% Sauvignon Blanc from Napa Valley
- All fruit is hand harvested
- Consistent quality – multiple 90+ scores across vintages
- Crisp acidity balanced by citrus and tropical fruit notes
- Pairs with wide range of food

Current Programming



Key Points

- Up 120.8% in \$ Vol – latest four week (chng vs YAG)*
- Category seeing 39.7% increase in \$ Vol – latest four week(chng vs YAG)*
- Top 25 California Sauvignon Blanc in \$ Vol in category*

*Nielsen Total US Food w/e 4/18/20, Total Sauvignon Blanc/Fumé, \$12-14.99, California, 750ml

