



'Ladybird' Chardonnay

NEW

Brand Story

Predator is a premium wine brand that pays homage to the ladybug, also known as the farmer's friend. Ladybugs 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; this natural predation helps eliminate the need for synthetic pesticides in the vineyard. The Predator brand is family owned and operated by the Zaninovich family, who has been farming in California since the 1930's and are true stewards of the land.

Key Facts

- Another word for ladybug is 'ladybird'.
- Unique and eye-catching packaging adds strong shelf appeal
- Ferment on 100% French oak
- Chardonnay #2 varietal from CA*
- North Coast Chardonnay \$12-\$18 is +1.4% in \$ sales*
- North Coast Chardonnay \$12-\$18 is +1.5 in vol*
- Ladybugs are the state insect for: DE, MA, NH, NY, ND, OH & TN



*NIQ Total US XAOC 26-wk ending 12/28/24

