



Our Brand Story

What's Good for the Vine is Good for the Wine

Predator is a premium wine brand that pays homage to the beautiful and helpful ladybug. Ladybugs play a vital 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, true stewards of the land since the 1930s.

Target Demographic

Predator is crafted for the casual wine drinkers that enjoy quality wines on a regular basis—either with a meal or as a stand-alone glass.

Wine Styles

North Coast “Loveliness” Sauvignon Blanc: Fresh and crisp with crushed lemon blossom and honeydew.

North Coast “Ladybird” Chardonnay: A sippable wine in a bright package, each sip delights with white floral notes.

Lodi Old Vine Zinfandel: Intense and full-bodied with dark fruits, cherry, and spice.

Lodi Cabernet Sauvignon: A vibrant pour with blackberry, cherry, and a dusting of cinnamon and toasty oak.

Lodi Six Spot Red Blend: Offers a sweet bouquet of cranberry and cedar with exceptional oak integration.

Fun Facts

- Some farmers believe that a ladybug with six or fewer spots is the sign of a good harvest.
- One ladybug can devour up to 5,000 aphids in its lifetime.
- Ladybugs are considered good luck in nearly every culture around the world.