

t a n g e n t . w i n e s

talking points

PURITY ■ PERSONALITY ■ PLACE ■ PASSION

■ **WE MAKE ALTERNATIVE WHITE WINES ONLY, AND ARE FULLY DEDICATED TO FILLING THAT NICHE**

- *we are the first and only domestic winery committed solely to making and championing alternative white wines*

■ **WINE STYLE IS CRISP AND REFRESHING, MADE WITH PURITY OF VARIETAL CHARACTER AND COMPATIBILITY WITH FOOD IN MIND**

- *wines are stainless steel fermented at cool temperatures*
- *no oak influence or malo-lactic fermentation*
- *finished wines have a fresh and crisp acid structure, making food pairing easy*

■ **VINEYARDS OFFER ONE OF THE COOLEST GROWING SEASONS IN THE STATE**

- *the Edna Valley is an east-west valley that channels fog and cool breezes inland from the Pacific*
- *temperate climate*
- *unique soil structure of ancient volcanic deposits with marine sediments adds distinctive minerality to all of the tangent wines*

■ **MODERN, SLEEK, SOPHISTICATED BRAND**

- *white and silver colors on label and capsule translate to cold, clean, fresh and vibrant*
- *label expresses cold as in stainless steel, not warm as in oak*
- *package design is non-traditional, as is the tangent concept*

■ **APPEALS TO A WIDE RANGE OF CONSUMERS; FROM THE CONNOISSEUR TO THE BEGINNER**

- *educated wine drinkers know of more esoteric white varietals, and enjoy seeking them out*
- *the novice will welcome the experience, as the wines are well-balanced and approachable*

■ **REALISTIC PRICING PLUS EXCEPTIONAL QUALITY EQUALS TREMENDOUS SATISFACTION**

- *wines are priced with the end consumer in mind*
- *high quality wine usually costs more than tangent*
- *ultimately, perceived value is high, and that makes everyone happy*

