
Story Ridge Vineyards



Rutherford Ranch ...Napa Valley 's best kept secret in a nutshell:

- Located on the Napa Valley 's prestigious Silverado Trail, an historic trade route
- Inspired by Marko Zaninovich, one of the largest family-owned grape growers in California
- He devotes his vast knowledge of rootstocks, clones, and finely tuned vineyard practice to the creation of fine wines
- Great wines begin in the vineyard ? never more that one of the nation 's most respected grape growers is making fine wines in the heart of the Napa Valley
- The success of Rutherford efforts relies on the wine quality ? so good, it speaks for itself
- No need to waste resources on wine centers or fanciful stories, the only thing that matters is the genuine quality and value of their Napa Valley wines.

PILLARS OF TxB CALIFORNIA STRATEGY

- MEGA FOCUS 2 WINES ONLY: - 1 x California Appellation

- BLEND / CUVÉE: We opted for blends. The most successful premium & icon wines from the USA are blends (even varietals are quasi blends)

- CLASSIC PACKAGE: With a smile the observer will notice classic (French) elements of labeling. The bear as a symbol for California (and strength) + the name PANAMERA is authentic America. The name PANAMERA comes from Panamericana and the Spanish word " Carretera Panamericana " meaning " Pan-American highway " . The Panamericana is the infamous open road that connects Alaska to Argentina and runs straight through the United States.

- ATTRACTIVE: We know about the competitiveness of todays markets. VFM =PRICING Value for money is the law! The consumer celebrates as the price of wine is again back to its true value (quality)!

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