Pomelo WINE CO.

LIVELY WINES GROWN IN THE CALIFORNIA SUN

WINEMAKER WITH 40+ YEARS OF EXPERIENCE



Winemaker **Randy Mason** is a pioneer in California Sauvignon Blanc and considered one of the best producers in the country.

VINEYARD-DRIVEN California-appellated wines with a vineyard-driven winemaking with a minimalistic approach.

NAMED AFTER THE CITRUS FRUIT

Pomelo Wines are named after the pomelo – a citrus fruit related to the grapefruit



- HISTORY OF AWARD-WINNING WINES -



Perfect pairing for fresh foods



TOP 10

Best Selling Domestic Sauvignon Blanc (\$10-14.99)

Vibrant New Package Resonates with Consumers Unit Velocity is Up*



Pomelo Sauvignon Blanc SELLS FASTER THAN ESTABLISHED BRANDS including Francis Coppola, J. Lohr, Kenwood, The

J. Lohr, Kenwood, The Dreaming Tree, Chateau St. Jean, among others**

Source; Unless otherwise noted, all numbers are based on Nielsen Total Retail (xAOC + Lia Plus + Conv), Pomelo Sauvignon Blanc & Rosé, latest 26 weeks ending 12/26/20, Domestic Sauvignon Blanc \$10-14.99, 750mL EQ Price. *Velocity as measured by Cases Per Store Selling, 26 weeks (w/e 11/28/20) vs. YAG. ** (measured as \$PPD) within the Ultra-Premium domestic Sauvignon Blanc segment