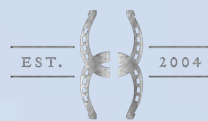




HIGHWAY 12

VINEYARDS AND WINERY



HIGHWAYMAN.

GENERATIONS OF SONOMA TOOL KIT





HIGHWAY 12

VINEYARDS AND WINERY



Friendly owned winery

In 2003, long-time friends Paul Giusto and Michael Sebastiani joined forces to create their own wine company called Generations of Sonoma. Around this time, there were several family wineries that were being purchased by large corporations, so their goal was to create a wine brand that was to be considered Sonoma's "Home town winery". Putting their combined years of experience together with their long-term relationships with some of Sonoma Valley's iconic family owned growers, the Highway 12 brand was born.

Stewards of the wine highway

For anyone who has visited Sonoma's wine country, they will know that Highway 12 is considered California's "wine highway" spanning from Sebastopol in the Russian River Valley to the west, then rolling East through Sonoma Valley, Carneros, Napa Valley, California's Delta Region, and ending just past Lodi at the San Andreas fault. Paul and Michael have dedicated themselves as stewards of the rich tradition and quality of these growing regions along Highway 12 by producing high quality, value driven wines that can be enjoyed by all wine consumers.

Iconic vineyards at our core

At Highway 12 Winery we're not just business partners with our growers, they're long time friends. Relationships that span over two decades have solidified trust and respect between us and our grower partners resulting in the best selection of grapes from California's most Iconic vineyards adjacent to Highway 12, California's wine highway.

Sonoma Valley Lifestyle

Reflective of the laid-back Sonoma lifestyle, Highway 12 Winery has stayed true to its roots with strong ties to the local community and prides itself in its non-pretentious approach about wine's role in everyday life. At Highway 12 Winery, "Clean Jeans" are the attire for those special events where other brands prefer a suit and tie. When visiting the winery, you will find friendly, down to earth people with a lot of them being multi-generation Sonoma residents and farmers just swinging by to say hello.



HIGHWAY 12

VINEYARDS AND WINERY

OUR VINEYARD PARTNERS



Serres Ranch Sonoma Valley

Serres Ranch was established in 1924 in Sonoma, CA. The ranch is nestled in the Valley of the Moon, where surrounding mountains narrow down to the smallest part of the valley, creating its own unique micro climate suitable for growing world class red wines.

Wines produced from this vineyard:

Highway 12 Sonoma Red Blend
Highway 12 Merlot
Highway 12 Cabernet Sauvignon



MacLeod Family Vineyard Kenwood, Sonoma Valley

Our vineyard partner for our Sauvignon blanc program is the MacLeod Family and their vineyard located by the town of Kenwood in Sonoma Valley. This vineyard produces Sauvignon Blanc that has intense fruit forward qualities and is blended in with delicate cooler climate grapes from Southern Sonoma Valley.

Wines produced from this vineyard:

Highway 12 Sauvignon Blanc
Highwayman Trailblazer



La Prenda Vineyard Clarksburg

Our vineyard partners, local Sonoma boys Ned Hill and Matt Stornetta of La Prenda Vineyards Management came to us with a new vineyard they developed in the cool Delta-Clarksburg region. This vineyard South of Clarksburg is the perfect location to grow bright crisp Chardonnay

Wines produced from this vineyard:

Highway 12 Chardonnay
Highway 12 Pinot Noir



HIGHWAY 12

VINEYARDS AND WINERY

VARIETAL MIX AND BRAND STANDARDS



WINES / APPELLATION (In order of priority)	Channel/ Account Profile	Pricing Standards
Cabernet Sauvignon (California) Chardonnay (California) Sonoma Red Blend (Sonoma County) Sauvignon Blanc (Sonoma County) Pinot Noir (California) Merlot (Sonoma County)	On Premise: -Casual Bistro Dining BTG -Country Clubs -Volume BTG accounts -Regional restaurant chains Off Premise: -Independent Retail -Web based Retail with active wine club/newsletter program -Chain retail distribution	BTG: \$10 - \$12 WL: \$35.00 SRP: \$15.99 - \$19.99

COMPETITIVE BRAND SET





HIGHWAY 12

VINEYARDS AND WINERY

KEY SELLING POINTS



Highway 12 Cabernet Sauvignon California

Our #1 Seller, the Highway 12 Cabernet Sauvignon is true to its Sonoma Roots. This wine is crafted from vineyards located off Highway 12 in Sonoma County and Lodi.

The Lodi fruit gives this wine it's rich, jammy "Yumm Factor" with our vineyard additions from Sonoma County adding the wines structure and boldness. This Cab is very versatile with different foods from Burgers to Pizza, and also great to sip on its own!

93 Points The Tasting Panel (2019 Vintage)



Highway 12 "SRB" Sonoma Red Blend Sonoma County

A winery favorite from day one, our Sonoma Red Blend "SRB" is a blend of Merlot, Petite Sirah, Cabernet Franc, Malbec Cabernet Sauvignon and Syrah that over delivers in quality and style. Crafted from grapes grown predominantly on the Serres Vineyard in Sonoma Valley, this wine reflects the rich smooth flavors of wines produced in Sonoma's "Banana Belt" the warmest part of the valley and a prime spot to grow Bordeaux varietals and other red grapes.

89 Points The Wine Spectator Top Value Under \$40
(2018 Vintage)



Highway 12 Merlot Sonoma County

It's 2021 and we think it's finally OK to drink Merlot! This wine is a real sleeper in the Highway 12 portfolio so don't let the word Merlot fool ya!

This wine is a mouthful and is produced by grapes grown in the Serres vineyard in Sonoma Valley. Because of the warm climate of this particular vineyard, this Merlot is big, rich and firm, definitely not your Mom's cheap merlot from the 90's!



Highway 12 Sauvignon Blanc Sonoma County

Produced primarily from fruit grown on the MacLeod vineyard just outside the town of Kenwood, Sonoma Valley, this Sauvignon Blanc does not disappoint. Loaded with bright, fresh fruit flavors of peach and green apple, with hints of kiwi, this is a summer staple for hot nights sitting on your porch or backyard with friends.

91 Points The Tasting Panel (2020 Vintage)



Highway 12 Chardonnay California

At Highway 12 Winery we pride ourselves in producing wines that over deliver in quality while not breaking the bank, our Chardonnay is the epitome of the winery's goal.

Crafted from grapes grown on the La Prenda vineyard that is adjacent to Highway 12 just South of Clarksburg in the California Delta Region, this Chardonnay is a classic cool climate wine that has bright apple and pear flavors with hints of butter and toasted oak from our 100% malolactic fermentation and barrel aging.



Highway 12 Pinot Noir California

Our Pinot Noir is produced from grapes grown in the same vineyard as our Chardonnay just south of Clarksburg CA. No blending here, this wine is 100% Pinot Noir and 100% yummy! Rich and smooth with bright fruit flavors of cranberry, black cherry, and spice.

This small production Pinot Noir is a treat for pinofiles who enjoy the pure beauty of this noble grape! It's a great value as well and will stand up proudly to wines double its price!



A COOL PLACE TO GROW GRAPES

Our Carneros Highway brand was created to showcase the beautiful cool climate fruit that comes from the Sangiacomo Family Vineyards who are long time friends of ours.

Classic cool climate Chardonnay and Pinot Noir, these wines over deliver in quality and price value.



Sangiacomo Kiser Vineyard Sonoma/Carneros

With 170 planted acres, Kiser is one of the largest of the Sangiacomos' vineyards. It was the first existing vineyard purchased by the Sangiacomo family and played a key role during the critical expansion of their grapegrowing business in the 1980s. First planted in 1974, Kiser is set on a rolling slope, with Zamora and Huichica soils. Both Rodgers and Fowler Creeks run through the vineyard. There are more than twenty combinations of clone and rootstocks

Wines Produced from this vineyard:
Carneros Highway Chardonnay



Sangiacomo Vella Vineyard Sonoma/Carneros

Planted in 1997, Vella Vineyard is one of the Sangiacomo's biggest vineyards and was the first of their vineyards to be planted with newer French clones and rootstocks. Soils are Zamora silty loam and Wright loam. The vineyard is planted with fifteen combinations of clones and rootstock.

We also source Chardonnay from the Sangiacomo's Green Acres and Home Ranch Vineyards

Wines Produced from this vineyard:
Carneros Highway Pinot Noir
Carneros Highway Chardonnay



Key Selling Points

Carneros Highway Chardonnay Carneros/Sonoma

One of the great things about having generational relationships in Sonoma County are the great friends you make through the years. One of our key grower partners is the Sangiacomo Family who have farmed in the Carneros region of Sonoma for over a century.

With the great fruit we get from these vineyards year after year, it's just our job to not screw it up! Our Carneros Highway Chardonnay is the classic cool climate wine that this growing region is known for. We mostly ferment and age in neutral oak to add a little complexity and toastiness that's reflected on the finish.

92 Points The Somm Journal 2020 Vintage

Carneros Highway Pinot Noir Carneros/Sonoma

Our Carneros Highway Pinot Noir takes full advantage of three Carneros vineyards, each among the finest the appellation has to offer. Farmed by the Sangiacomo family, growers since 1904, these vineyards represents a Pinot Noir resource unsurpassed anywhere in the region. Their Vella and Green Acres and Kiser ranches are situated in the heart of Sonoma Carneros adjacent to Sonoma Creek.

Small berries equals intense flavors yielding a Pinot boasting hints of strawberry, and hibiscus on the nose with a dose of sandalwood and cedar. Interlaced with bright fruit, it's perfectly complemented by subtle hints of oak from our 9-15 months of aging in French oak.

VARIETAL MIX AND BRAND STANDARDS

WINES / APPELLATION (In order of priority)	Channel/ Account Profile	Pricing Standards
Chardonnay (Carneros/Sonoma)	On Premise: -Casual Trendy Bistro Dining BTG -Country Clubs -Regional restaurant chains Off Premise: -Independent Retail	BTG: \$11 - \$15 WL: \$40.00 - \$50.00 SRP: \$15.99 - \$24.99
Pinot Noir (Carneros/Sonoma)		

COMPETITIVE BRAND SET





HIGHWAYMAN.

WHO IS THE HIGHWAYMAN?

Darkness sets in the vineyard and the Highwayman goes to work. A steward of the vines, he sets the tone for each vintage - the mood is serious, tranquil and quiet. Order prevails as a new vintage grows.

WHERE THE HIGHWAYMAN ROAM

The heart of the Sonoma Valley lies or primary fruit source. Known as the “Banana Belt” in the region, rich soils and warm weather produce outstanding Bordeaux and other red varietals that allow us to produce our rich, robust red wines.



VARIETAL MIX AND BRAND STANDARDS

WINES / APPELLATION (In order of priority)	Channel/ Account Profile	Pricing Standards
Trailblazer (Sonoma Valley) Proprietary Red (Sonoma Valley) Cabernet Sauvignon (Sonoma Valley)	On Premise: - “A” On-Premise accounts - Casual Trendy Bistro - Country Clubs Off Premise: -Independent Retail	BTG: \$20 - \$25 WL: \$60.00 - \$75.00 SRP: \$42.00 - \$55.00

COMPETITIVE BRAND SET





HIGHWAYMAN.

KEY SELLING POINTS



With less than 1,000 cases produced, our Highwayman Proprietary Red is a little hard to find out in the real world, but worth the search. A true Bordeaux Blend crafted with all five varietals, Cabernet Franc, Merlot, Petite Verdot, Cabernet Sauvignon, and Malbec, this is a true masterpiece and example of the great wines that be produced from Sonoma Valley.

Produced from grapes grown on the Serres Vineyard in Sonoma Valley's "Banana Belt" this wine will transport you to a dark, brooding, yet strangely desirable place. Aged for 24 months in French oak, this wine is a must for big red wine drinkers and is the perfect partner for the heartiest meals.

92 Points The Tasting Panel (2018 Vintage)



Each vintage our Trailblazer provides us with a platform to showcase our appreciation of the giant, somewhat unctous marriage of Zinfandel and Petite Sirah. The mighty Zinfandel's ripe berry and jammy profile coupled with the fortitude of the Petite Sirah produces the perfect blend of yin and yang here - sip it with a sweet, salty, savory dish like Korean sticky ribs!

Yup, I know what you're thinking, there's another blend like this in the market. We're not naming names, but our Trailblazer would take that wine prisoner and throw away the key!



This is an absolute stunner from the deep royal pruple color to the marathon finish. The 18 months in barrel (finished in 50% new French oak) provides a toasted vanilla ballast to some of the most palate-coating Cabernet you'll find. The intensity of the mid-palate transforms what was a great Cab into an Ultra-Cab.

This powerhouse will impress even the best Cabernet aficionados and crushes the competition at half the price.



HIGHWAY 12

VINEYARDS AND WINERY

MARKETING

Cause Marketing Partnership with onetreepanted.org

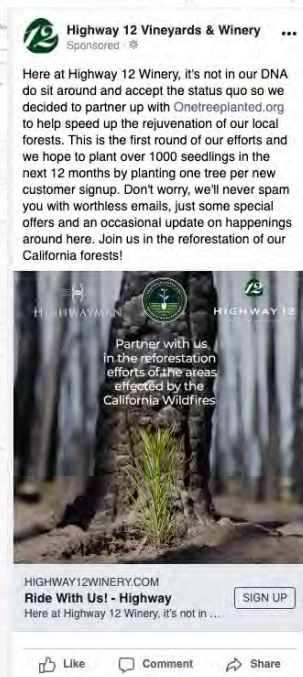
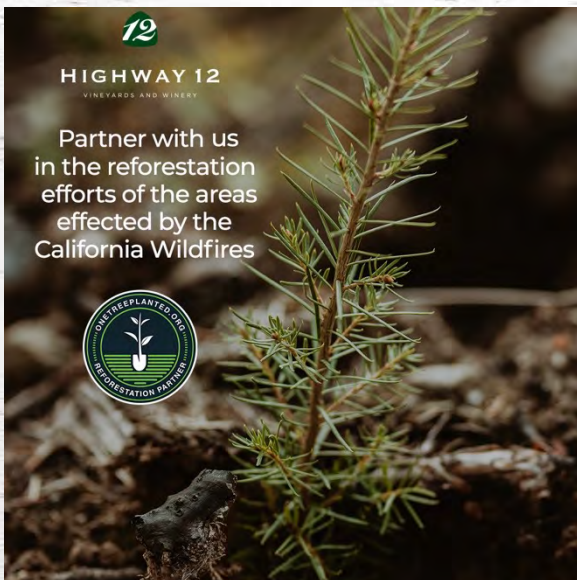
- Donating up to \$1K for reforestation efforts in the areas devastated by the wildfires in California
- Facebook/Instagram/Google Ads for signups
- Expands brand awareness and collects emails for future marketing efforts.

Social Media Advertising Brand awareness focus

- Facebook
- Instagram
- Google Ads
- Youtube
- Brand awareness ads
- Video and photo ads
- Geofencing available by market

Tailgate Tasting Virtual Wine Tastings

- Retailer Events
- Corporate team building
- Wine Club events
- Brand awareness





HIGHWAY 12

VINEYARDS AND WINERY

2021 Accolades

HIGHWAY 12
2019 Cabernet Sauvignon



93 POINTS
EDITORS CHOICE
THE **tastingpanel** MAGAZINE

Highway 12 2019 Cabernet Sauvignon, California
"Its impressive inky black-purple hue and scents of blueberry, graphite, and violets reveals a concentrated red. Dark chocolate-covered violets and blueberry are ravishing. The plush, round richness of this wine is certainly palpable, without any over-the-top notes. At under 14% abv, its power is reined in, but the structure is firmly in place.
Tastes like a wine three times the price."

highway12winery.com

Carneros
2020 Chardonnay



92 POINTS
THE **SOMM** JOURNAL
"Top Chardonnay Selections" Dec 2021 Issue

Highway 12 2020 Carneros Highway "Nueva" Chardonnay, Carneros
Toasty and mouth-coating with flavors of toffee, vanilla and banana. The creamy texture goes on and on. A good acid structure keeps it fresh and vibrant. The name Nueva is a nod to its modern style - the wine is balanced and showcases a lemon tart effect on the lush finish.
Meridith May
tastingpanel.com | Dec 2021 Issue

highway12winery.com

HIGHWAY 12
2018 Sonoma Red Blend



Wine Spectator
winespectator.com
California Value Reds priced at \$40 or less

89 Points
WS review: Big and open-textured, with plenty of underbrush accents to the dried berry and cherry tart flavors, followed by dried basil accents on the tannic finish. Merlot, Syrah, Petite Sirah, Cabernet Franc, Malbec, and Cabernet Sauvignon. Drink now or through 2023. 3,000 cases made. - K.M.

highway12winery.com

HIGHWAYMAN
RESERVE PROPRIETARY RED
SONOMA COUNTY



92 Points
THE **tastingpanel** MAGAZINE
March/April 2022

Highwayman 2018 Reserve Proprietary Red Sonoma Valley, Sonoma County
PAGE SPIRITS PICKS
Black pepper, tobacco, and sage rush in on the entry, while a troop of concentrated dark fruit advances. Savory from start to finish, with firm tannins guiding the way. Rustic and rich. **92**
Meridith May

HIGHWAYMANWINE.COM
Please enjoy responsibly
Highwayman Wine Sonoma, CA

HIGHWAY 12
2020 Sauvignon Blanc



91 POINTS
THE **tastingpanel** MAGAZINE
JAN/FEB 2022

HIGHWAY 12 VINEYARDS 2020 Sauvignon Blanc, Sonoma County (\$17) **Publishers Picks**
Asian pear, vanilla, lemon blossom, and sweet basil make up the initial notes on the entry of this slightly creamy white. Lemon wedge aromas stay on top of the glass while the flavors of green apple and honeysuckle coat the tongue. Clean balanced and refreshing. **91**
Meridith May

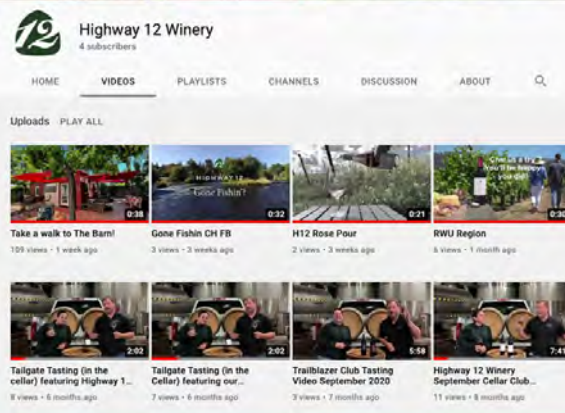
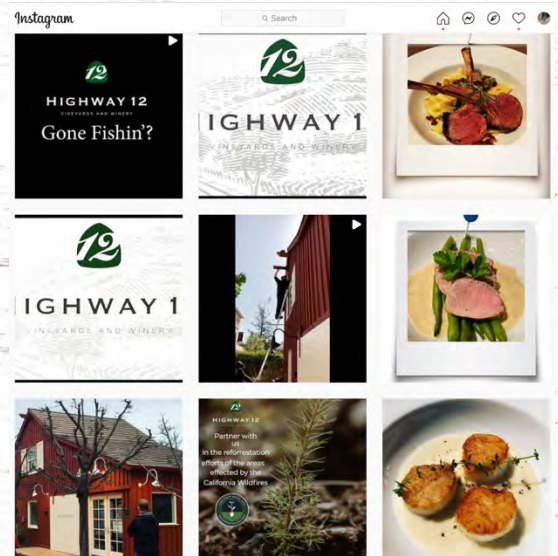
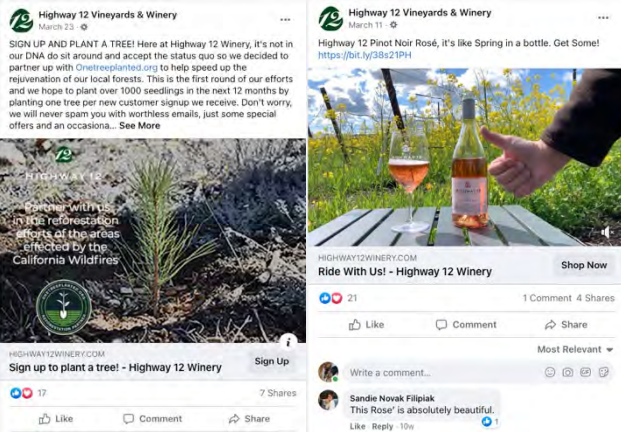
highway12winery.com

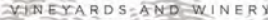


HIGHWAY 12

VINEYARDS AND WINERY

Follow us on Social Media!





highway12winery.com/trade-support

Tech Sheets

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HIGHWAY 12
EST. 1992
2018
CABERNET SAUVIGNON

92 POINTS
THE **tastingpanel**
WINE & SPIRITS
MARCH/APRIL 2019

"Over-delivering on quality for the price, we were first impressed by a trio of aromas: cassia, ripe strawberry and coffee bean. On the palate, cocoa nutmeg and plum liqueur add depth to its plush body."

highway12winery.com




 HIGHWAY 12
 2018
 CABERNET SAUVIGNON

92 POINTS
 THE **tastingpanel**
 WINE & SPIRITS
 MAY 2019 / 111

"Over-delivering on quality for the price, we were first impressed by a trio of aromas: cassia, ripe strawberry and coffee bean. On the palate, cocoa nutmeg and plum liqueur add depth to its plush body."

highway12winery.com




 HIGHWAY 12
 2018
 CABERNET SAUVIGNON

92 POINTS
 The **tastingpanel**
MAJORINE
WINE TASTING

"Over-delivering on quality for the price, we were first impressed by a trio of aromas: cassis, ripe strawberry and coffee bean. On the palate, cocoa nutmeg and plum liquidity add depth to its plush body

highway12winery.com



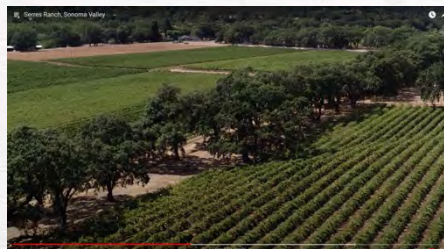

 HIGHWAY 12
 2018
 CABERNET SAUVIGNON

92 POINTS
 THE *tastingpanel*
 WINE & FOOD

"Over-delivering on quality for the price, we were first impressed by a trio of aromas: cassis, ripe strawberry and coffee bean. On the palate, cocoa nutmeg and plum liqueur add depth to its plush body."

highway12winery.com

Tasting Videos





Newly re-located tasting room in Downtown Sonoma!

- Cool tucked away location for Wine Club members and key buyers
- Highway 12 Winery has had a presence on the square for over 10 years and after some time away across town, we're back!
- Private loft available for groups up to 6 people.
- It's small but serves some Mighty Wines!