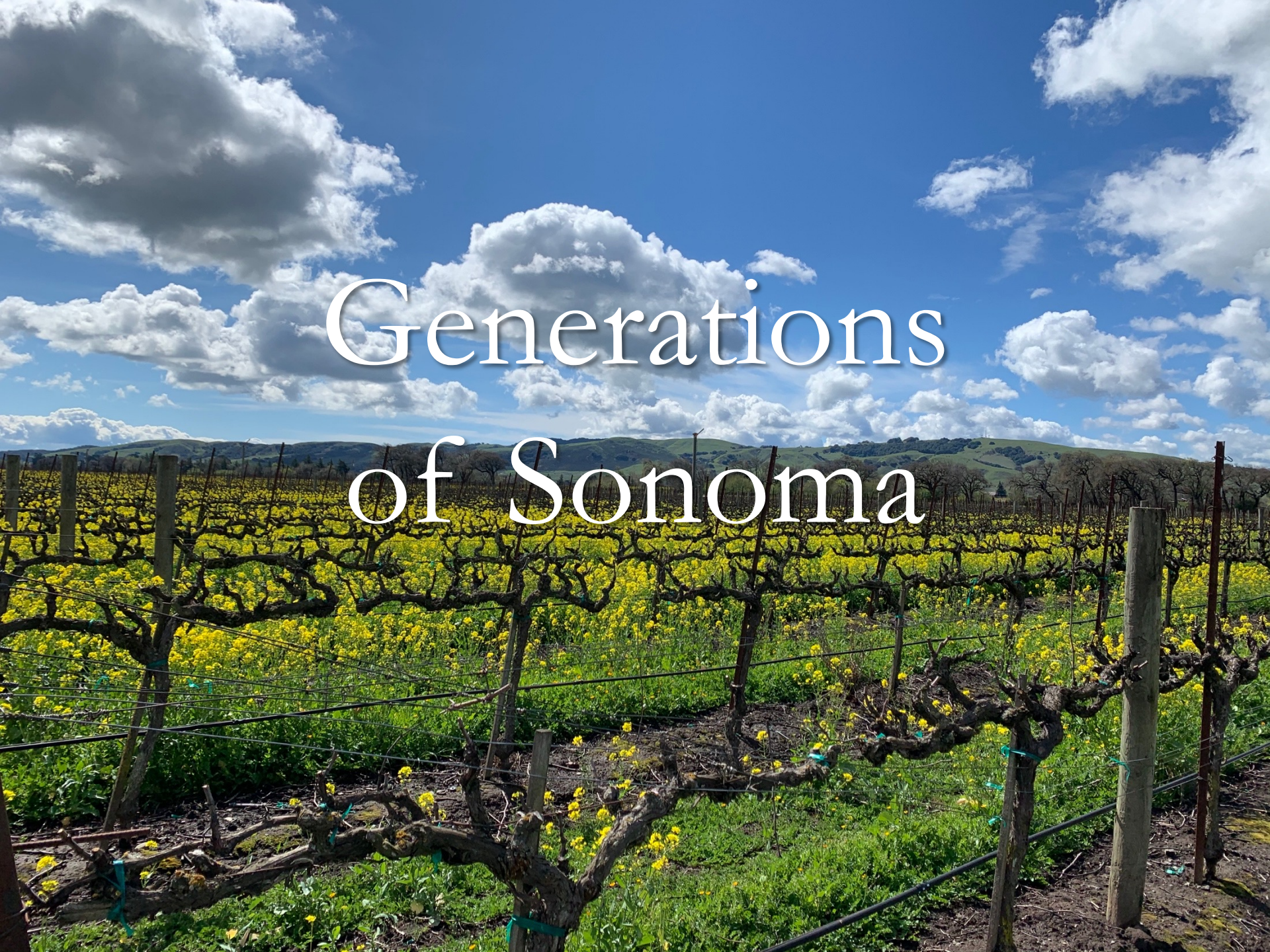


Generations of Sonoma

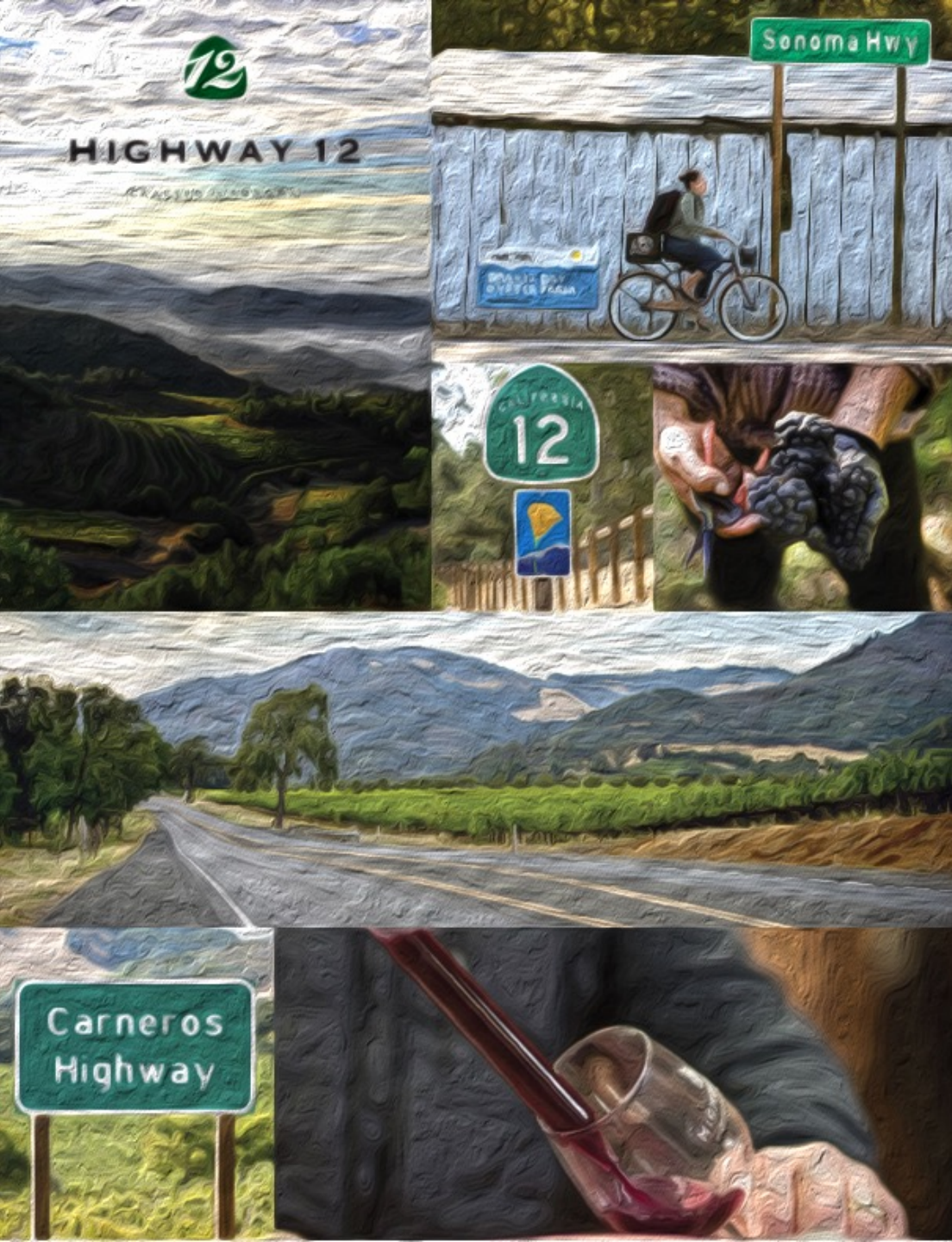


Generations of Sonoma

Two Sonoma boys living their dream one barrel at a time.

Long time friends Michael Sebastiani and Paul Giusto decided to pave their own wine road as stewards of the Highway 12 name. These guys are the “real deal” with three generations of winemaking tradition. With their long term partnerships with premium growers, they continue to produce high quality value wines from Sonoma County and other California growing regions.





Miles from Ordinary

“CLEAN JEANS”. We craft wines that put smiles on our consumers faces, while not emptying their wallets. *Our wines over-deliver making them perfect as an everyday wine, or impressing dinner guests on a Saturday night.* They are wines that are “Sonoma Formal”, which in our community means “Clean Jeans”.

SOURCING. *We’re not just business partners with our growers, we’re long-term friends.*

Relationships spanning over two decades, has solidified trust and respect between our winemakers and growers resulting in the best selection of grapes from Sonoma’s most iconic vineyards.

CRAFTING. We believe that if our vineyard partners farm well, there is little need to get in the way in the cellar. *With very little intervention, we let the grapes become wine.*

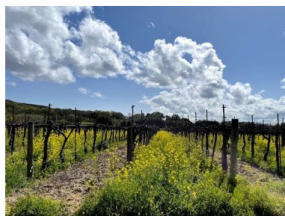
DISTRIBUTION. We aim to place our wines in the hands of those who can *help us tell our story* and who care about their customers.



HIGHWAY 12

VINEYARDS AND WINERY

Our Vineyard Partners



**Quarry Hill Vineyard
Sonoma Valley**

Planted in 1993, **Quarry Hill Vineyard** recently received certified organic status in 2023. Planted to 100% Cabernet Sauvignon (Clone 8 on 110 rootstock) this vineyard is a fantastic addition to our vineyard partner portfolio. It's Goulding soils that are excessively well drained produce Cabernet Sauvignon that is rich, concentrated and bold.

Wines produced from this vineyard:
Highwayman Reserve Cabernet Sauvignon
Highway 12 Reserve Red Blend
Sonoma Highway Cabernet Sauvignon



**Sangiaco 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 grape growing 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
Sonoma Highway Chardonnay



**Sangiaco 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



**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



**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 and Pinot Noir.

Wines produced from this vineyard:
Highway 12 Chardonnay
Highway 12 Pinot Noir

Highway12winery.com



Reasons to believe

- “Friendly owned” independently operated
- Long term relationships with iconic Sonoma County growers
- High quality/value wines that over deliver vs the competition
- Consistent retention of BTG programs nationally
- Strong consumer repeat purchase in the off-premise (it’s in the bottle!)



HIGHWAY 12

VINEYARDS AND WINERY



Friendly owned winery

In 2004 long-time friends Paul Giusto and Michael Sebastiani joined forces to create their own wine company called Generations of Sonoma.



Stewards of the Wine Highway

Paul and Michael have dedicated themselves as stewards of the rich tradition and quality of the growing regions along Highway 12.



Iconic vineyards at the core

Our wines are crafted from California's most iconic vineyards adjacent to Highway 12, California's wine highway.



Sonoma Valley lifestyle

We pride ourselves in our non-pretentious approach about wine's role in everyday life. "Clean Jeans" are the attire for those special events where other brands prefer a suit and tie.

Current Accolades



91 POINTS

Highway 12

Cabernet Sauvignon 2020

Highway 12 Sauvignon Blanc



Our Sauvignon Blanc is a true expression of the quality fruit grown by our long time partners at the MacLeod Vineyard near Kenwood in the Sonoma Valley. The result is a wine that exhibits vibrant tropical citrus flavors of Meyer lemon, guava and pineapple

with a shiny bright finish

Appellation: Sonoma County

Varietal: 100% Sauvignon Blanc

Alc: 13.9%

Aging: 4 months in stainless steel

Highway 12 Chardonnay



Sourced from the La Prenda vineyard located adjacent to Highway 12 just south of Clarksburg, our Chardonnay offers floral highlights with

light citrus and stone fruit aromas. Flavors of crisp Asian pear, stone fruit and floral notes are balanced with light hints of toasted oak.

Appellation: California

Varietal: 100% Chardonnay

Aging: 6 months barrel aging

Alc.: 13.5%

Highway 12 Pinot Noir



Sourced from the same vineyard as our Chardonnay just south of Clarksburg, our Pinot Noir is a true reflection of the quality of Pinot grown in this region. Think Bing cherry compote with allspice meets cranberry relish with subtle green tea leaf on the bright, rich finish.

Appellation: California

Varietal: 100% Pinot Noir

Alc: 13.5

Aging: 10 months barrel aging

Highway 12 Reserve Red Blend



Our Reserve Red Blend is predominately crafted from the Quarry Hill Vineyard (certified organic in 2023) that sits off Highway 12 within the Sonoma Botanical Gardens. Robust Cabernet Sauvignon combined with touches of Merlot and Syrah showcase our cherished region, Sonoma County. This luscious blend sings with ripe wild berries, spice and a touch of mocha on the velvety finish.

Appellation: Sonoma County

Varietal: 72% Cabernet Sauvignon, 19% Merlot, 9% Syrah

Alc: 13.7%

Aging: 15 months barrel aging

Highway 12 Cabernet Sauvignon



Crafted from vineyards adjacent to Highway 12 from Sonoma Valley to Lodi our Cabernet Sauvignon showcases when depth, strength and elegance meet. This wine is beautifully balanced with rich dark blackberry and cherry fruit flavors with light cedar overtones on the long rich and smooth finish

Appellation: California

Alc.: 13.9%

Varietal: 75% Cabernet Sauvignon, 25% Merlot

Aging: 16 months barrel aging

Highway 12 Merlot



Definitely not your mom's soft Merlot from the 80's. Crafted from fruit grown on the Serres Vineyard in Sonoma Valley, this big and juicy Merlot is loaded with rich flavors of blueberry pie bittersweet chocolate with hints of cedar on the long lush finish.

Appellation: Sonoma County

Varietal: 100% Merlot

Alc.: 13.9

Aging: 14 months barrel aging



Long time friends Michael Sebastiani and Paul Giusto

highway12winery.com



Vintage
2023

Varietal:
100% Chardonnay

Appellation:
Sonoma / Carneros

Barrel Aging:
7 months

Alcohol:
13.4%

PH Level:
3.57

Titrateable Acidity:
5.5 g/L

A Cool Place to Grow Grapes:

The Carneros region that spans the southern end of Sonoma County is the ideal location to grow Chardonnay and Pinot Noir. With its long, moderately cool growing season enhanced by cool breezes and lingering fog, this region produces Chardonnay that is bright, crisp and slightly higher in acid than California's warmer growing regions.

Historic Vineyards

Our Carneros Highway Chardonnay takes full advantage of five Carneros vineyards, each among the finest the appellation has to offer. Farmed by the Sangiacomo family, growers since 1904, these vineyards represents a Chardonnay resource unsurpassed anywhere in the region.

Winemaking and Tasting Notes:

Tropical notes, with bright citrus acidity, dried pineapple, apples and soft oak nuances. 100% barrel fermented with 100% malolactic fermentation makes this wine a well-balanced Chardonnay that will develop with rich lushness over the coming year. This wine straddles the line between oaky and buttery Chardonnay, with a touch of minerality and a long finish.



Vintage
2022

Varietal:
100% Pinot Noir

Appellation:
Sonoma/Carneros

Barrel Aging:
9 months

Alcohol:
12.0%

PH Level:
3.8

Titrateable
Acidity: 5.2 g/l

A Cool Place to Grow Grapes

The Carneros region that spans the southern end of Sonoma County is the ideal location to grow Chardonnay and Pinot Noir. With its long, moderately cool growing season enhanced by cool breezes and lingering fog, this region produces wines that are bright, crisp and slightly higher in acid than California's warmer growing regions.

Historic Vineyards

Our Carneros Highway Chardonnay takes full advantage of five 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.

Winemaking and Tasting Notes

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 months of aging in French Oak barrels.





HIGHWAYMAN.



Highwayman
Cabernet Sauvignon
Reserve

Vintage:
2021

Varietal:
95% Cabernet Sauvignon
5% Cabernet Franc

Appellation:
Sonoma County

Barrel Aging:
14 months French Oak

Alcohol:
14.8%

PH Level:
3.77

Titrateable Acidity:
5.09 g/L

highway12winery.com

Who is the Highwayman?

Highwayman Wines are small production, site specific wines that represent the top lots from selected vineyards in Sonoma Valley. The name represents the historical "Highwayman" that preyed on travelers traveling the roads in the 1800's and frequented rustic highways in California and throughout Europe.

Where the Highwayman Roam

From the beginning we have sourced fruit from iconic vineyards in Sonoma Valley's southern region, commonly known as the "Banana Belt." Due to the warm climate and warm soils caused by geothermal activity in the area, the results are powerfully elegant wines that are big in concentrated fruit with softer, round tannins.

The Blend

Called "The Ultimate Cab" at the winery and by our most devout customers, our Highwayman Reserve Cabernet Sauvignon exhibits the rich, powerful elegance of the bordeaux varietals grown in this unique section of Sonoma Valley. Normally 100% Cabernet Sauvignon the 2021 vintage has a smidgen of Cabernet Franc to add a bit of richness and complexity to the wine.

Tasting Notes:

Dense violet/ruby color with notes of rich black currant and cassis with hints of minerally gravel and faint lead pencil notes. Rich blackberry and vanilla overtones on the finish with a firm tannin structure. A luscious lingering finish leaves you desiring the next sip.



HIGHWAYMAN.



Highwayman
Proprietary Red
Reserve

Vintage:
2019

Varietal Mix:
Cabernet Franc
Merlot
Petite Verdot
Cabernet Sauvignon
Syrah

Appellation:
Sonoma County

Barrel Aging:
18 months French Oak

Alcohol:
14.8%

PH Level:
3.76

Titrateable Acidity:
5.95 g/L

highway12winery.com

Who is the Highwayman?

Highwayman Wines are small production, site specific wines that represent the top lots from selected vineyards in Sonoma Valley. The name represents the historical "Highwayman" that preyed on travelers traveling the roads in the 1800's and frequented rustic highways in California and throughout Europe.

Where the Highwayman Roam

From the beginning we have sourced fruit from iconic vineyards in Sonoma Valley's southern region, commonly known as the "Banana Belt." Due to the warm climate and warm soils caused by geothermal activity in the area, the results are powerfully elegant wines that are big in concentrated fruit with softer, round tannins.

The Blend

A crowd favorite at the winery, our Highwayman Reserve Proprietary Red exhibits the rich, powerful elegance of the Bordeaux varietals grown in this unique section of Sonoma Valley.

Tasting Notes:

The 2019 vintage is LIGHTS OUT DELICIOUS! Complex and elegant yet powerful, we love this balance of ripe fruit, herbal aromatic intensity, minerality and natural power. Concentrated levels of creme de cassis, chocolate and graphite give way to a full-bodied and seamless wine that over-delivers yet again.



HIGHWAYMAN.



Highwayman
Trailblazer Reserve

Vintage:
2021

Varietal:
70% Zinfandel
20% Cabernet Sauvignon
10% Petite Sirah

Appellation:
Sonoma County

Barrel Aging:
14 months French Oak

Alcohol:
14.2%

PH Level:
3.73

Titrateable Acidity:
6.12 g/L

highway12winery.com

Who is the Highwayman?

Highwayman Wines are small production, site specific wines that represent the top lots from selected vineyards in Sonoma Valley. The name represents the historical "Highwayman" that preyed on travelers traveling the roads in the 1800's and frequented rustic highways in California and throughout Europe.

Where the Highwayman Roam

From the beginning we have sourced fruit from iconic vineyards in Sonoma Valley's southern region, commonly known as the "Banana Belt." Due to the warm climate and warm soils caused by geothermal activity in the area, the results are powerfully elegant wines that are big in concentrated fruit with softer, round tannins.

The Blend

Each vintage our Trailblazer provides us with a platform to showcase our appreciation of the giant, somewhat unctuous marriage of Zinfandel, Cabernet Sauvignon and Petite Sirah. Barrel aging in French oak adds a hint of toastiness and slightly softens the wines tannin structure.

Tasting Notes:

Deep purple color. Bright and dense boysenberry and red currant jelly with hints of strawberry licorice are the result of the marriage of zinfandel cabernet sauvignon and petite sirah. Hints of black cherry, vanilla and spice linger on the long finish.





Go To Market Strategy

Clear Brand Priorities



- **HIGHWAY 12**
 - ✓ Expand Distribution
 - On and Off-Premise
 - ✓ Expand BTG
 - ✓ Increase multi sku feature and display in retail.
- **CARNEROS HIGHWAY**
 - ✓ National BTG focus
 - ✓ Expand On-premise distribution



HIGHWAY 12

VINEYARDS AND WINERY

Portfolio Overview

Brand	Wines/ Appellation (In order of priority)	Channel/Account profile	Pricing Standards
 HIGHWAY 12 VINEYARDS AND WINERY	Cabernet Sauvignon (California) Chardonnay (California) Sauvignon Blanc (Sonoma) Pinot Noir (California) Merlot (Sonoma). Reserve Red Blend (Sonoma)	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 - \$15 WL: \$35.00 SRP: \$15.99 - \$19.99
 <i>Carneros</i> H I G H W A Y	Chardonnay (Sonoma Carneros) Pinot Noir (Sonoma/Carneros)	On Premise: -Casual Trendy Bistro Dining BTG --Regional restaurant chains Off Premise: -Independent Retail	BTG: \$11 - \$15 WL: \$40.00 - \$50.00 SRP: \$15.99 - \$24.99

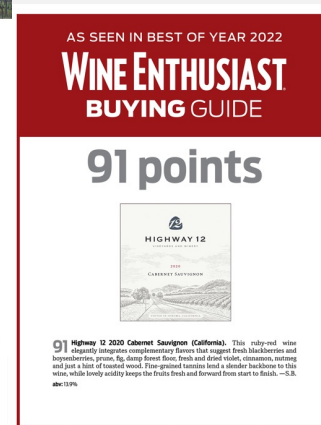


Highway 12 Wines Natural Habitat: On-Premise!

- Our wines excel BTG in a wide range of account types
- Top Movers
 - ✓ Highway 12 Cabernet Sauvignon
 - ✓ Carneros Highway Chardonnay
 - ✓ Highway 12 Chardonnay
 - ✓ Highway 12 Sauvignon Blanc

ITALIAN
BURGERS
BREW PUBS
FAMILY OWNED
HOTEL BANQUET
FINE DINING

RECENT ACOLLADES



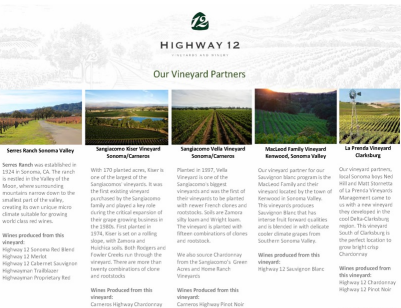


CRAFTED *in* SONOMA

POS Support Materials

highway12winery.com/trade

Sell Sheets



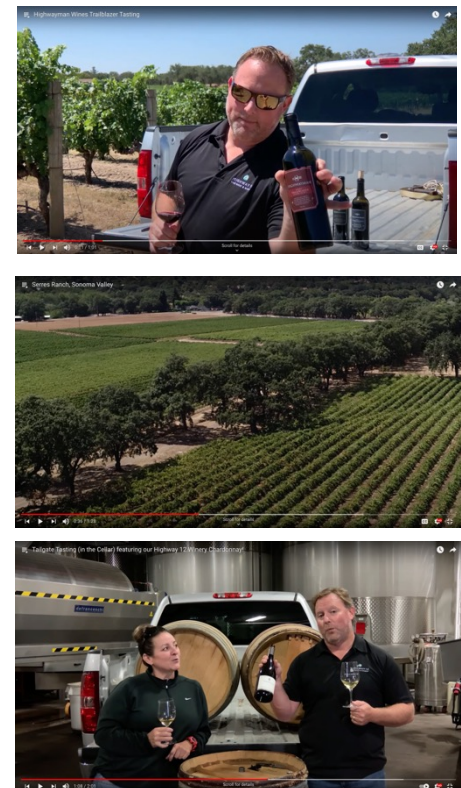
Tech Sheets



Shelf Talkers



Tasting Videos





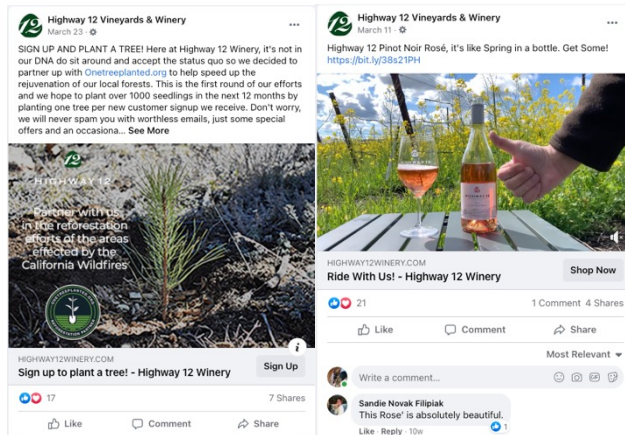
HIGHWAY 12

CRAFTED in SONOMA

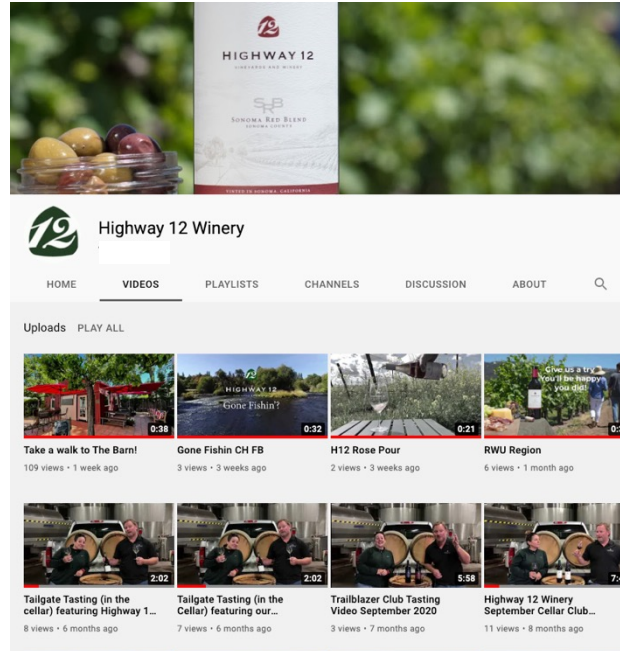
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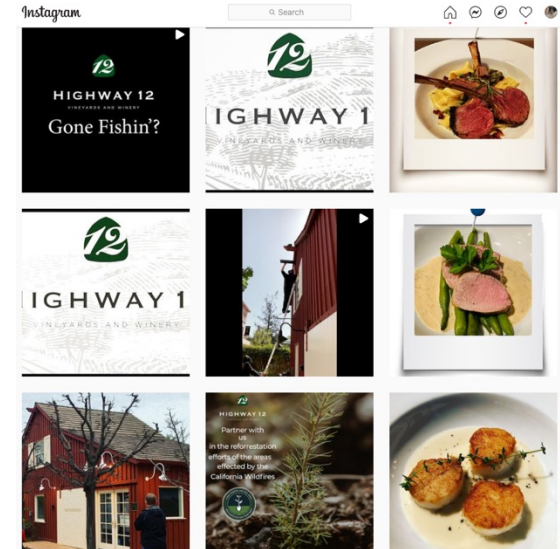
<https://www.facebook.com/highway12wines>



<https://www.youtube.com/channel/UC4GGO1g93Szec70b7p8WG3w/videos>



<https://www.instagram.com/highway12wines/>





Newly re-located tasting room just off the square 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!

A photograph of a vineyard in bloom. The foreground shows rows of grapevines with dark, gnarled trunks and green leaves, some with small yellow flowers. The vines are supported by wooden posts and wires. In the background, there are rolling green hills under a bright blue sky with large, fluffy white clouds. The text "Generations of Sonoma" is overlaid in a large, white, serif font, and "THANKS!" is overlaid in a smaller, white, sans-serif font below it.

Generations of Sonoma

THANKS!