

CALSECCO®

If you've got
CALSECCO®
FLAUNT it!

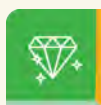
**Launch Your Own
Brand Today.**



WHAT IS CALSECCO®



ROOTED IN CALIFORNIA
100% California-grown
and vinted.



PREMIUM BLEND
From grower vineyards
dedicated to sparkling
wine.



POPULAR STYLE
Crafted in the style
preferred by Italian
winemakers since 1859.



**CELEBRATE WITHOUT
COMPROMISE**
Naturally lower in alcohol and
sugar for today's lighter
lifestyle.



BACKED BY EXPERTISE
Created by Rack & Riddle,
the #1 custom sparkling
wine producer in the U.S.



**PERFECT FOR
PARTNERSHIPS**
An intuitive, ownable
trademark for our partners,
clients, and customers.

Why Launch CALSECCO®

- **It's the Biggest and Fastest Growing Segment in Sparkling Wine.***
- **11.7 million cases of wines in the style made popular by Prosecco sold in the US in 2024 (est).***
- **With 39% share and 17% growth, it is the biggest and fastest growing segment in sparkling wine.****

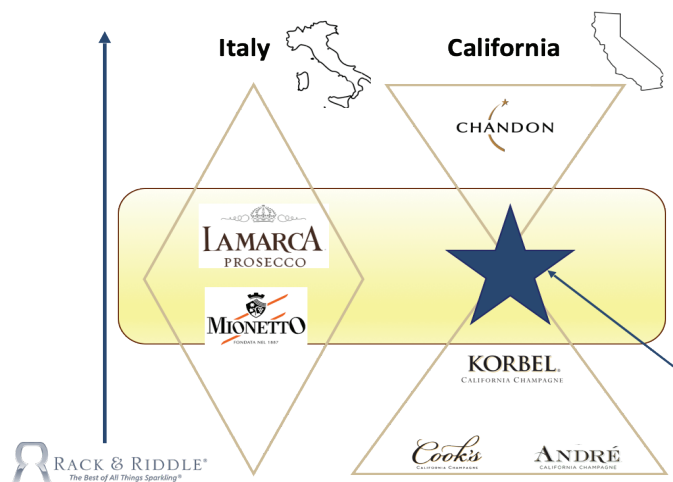
Sources: "Prosecco DOC Ends 2024 with Record Results, Reaching 25% of Italian PDO Wine Production", WineBusiness.com, January 27, 2025.* Fintech IRI scan data, All Channels, latest 52 WE 2/2/25**



businessdevelopment@rackandriddle.com

Consumers would choose California sparkling wine in this style and price point! There have just not been any choices..... Until NOW!

US consumers choose domestic still wines 75% of the time. Yet domestic bubbly is only 39% of total purchases today.*



Because California has not YET offered premium bubbly made in the most popular style and price point consumers crave!

California CALSECCO® Platinum Blend



TASTING NOTES:

The Calsecco® Platinum is aromatically inviting, with delicate notes of citrus blossom, and fresh white peach that rise from the glass. On the palate, the flavors unfold with Bartlett pear, and vibrant Meyer lemon, balanced by a hint of marzipan. The mouthfeel is round and creamy, yet the wine retains a lively brightness thanks to its vibrant acidity, creating a refreshing and balanced finish.

INSIDE THE BOTTLE:

Appellation: California

Varietal(s): French Colombard, Chardonnay, Pinot Noir, Chenin Blanc, Pinot Grigio, White wine

TA: 8.0 g/L

pH: 3.2

ABV: 11.5%

Dosage: 10 g/L

California CALSECCO® Titanium Blend



TASTING NOTES:

The Calsecco® Titanium opens with delicate aromas of white flowers, pineapple, and a bright hint of orange zest. On the palate, flavors of Meyer lemon and Bartlett pear shine through, complemented by the crisp sweetness of Pink Lady apple. Its vibrant acidity and balanced mouthfeel deliver a lively and lingering finish.

INSIDE THE BOTTLE:

Appellation: California

Varietal(s): French Colombard, Chardonnay, Pinot Noir, Chenin Blanc, Pinot Grigio

TA: 8.2 g/L

pH: 3.2

ABV: 11.5%

DOSAGE: 9 g/L

*Source: Fintech IRI scan data, All Channels, latest 52 WE 11/16/25



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