

CALSECCO®

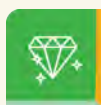
**Launch Your Own
CALSECCO®
Today - Ask Us How!**



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 Add CALSECCO® to Your Portfolio?

The style preferred by 21+ Gen Z and Millennials! Introduce them to your brand.

It's the Biggest and Fastest Growing Segment in Sparkling Wine!

**Perfect as a welcome beverage for Wine Club member pick-up parties,
private events, and seasonal gatherings at your winery.**

*Source: Fintech IRI scan data, All Channels, latest 52 WE 2/2/25



businessdevelopment@rackandriddle.com

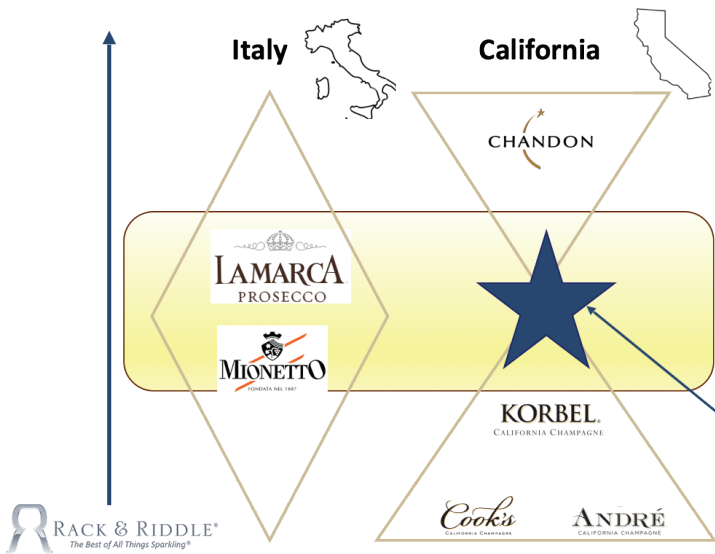
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Consumers would choose California sparkling wine in this style and price point! There have just not been any choices..... Until NOW!

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!



MSRP Retail Price in Tasting Room	\$29.95
-Bottle Cost	(\$6.33)
GROSS Margin per Bottle	\$23.62
-Wine Club Discount	(\$5.90)
NET Margin per Bottle	\$17.71
PROFIT PER CASE	\$212.55

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