

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

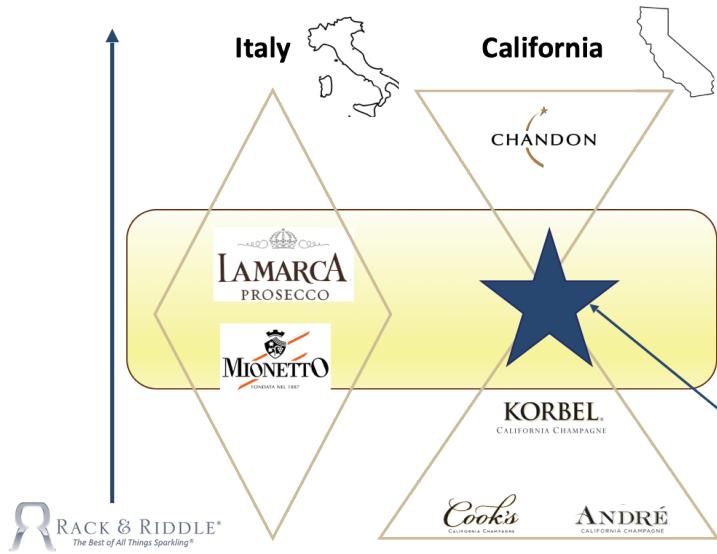


RACK & RIDDLE®
The Best of All Things Sparkling®

businessdevelopment@rackandriddle.com

CALSECCO®

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