

CALSECCO®

The Future of California Sparkling Wine



CAL + SECCO = CALSECCO

Sun kissed California vineyards + a nod to Italian wine making method = innovative new wine style.

A NEW WINE AT THE RIGHT TIME

CALSECCO is California's fresh interpretation of the sparkling style wine drinkers already love – bright, fruit-forward, and crafted in the spirit of Prosecco to deliver refined, elegant bubbles.

CALSECCO is a premium, uniquely American sparkling wine!



THE WORLD'S MOST POPULAR SPARKLING STYLE

Crafted in the style preferred by Italian sparkling winemakers since 1859.



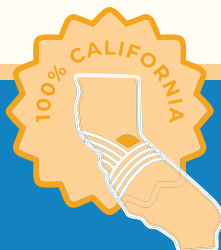
CELEBRATE WITHOUT COMPROMISE

Naturally lower in alcohol and sugar, with a fresh, balanced style that appeals to today's modern wine lovers.



100% CALIFORNIA GROWN & CRAFTED

Produced exclusively from premium California vineyards, farmed and selected for exceptional sparkling wine quality.



MORE GUESTS, BETTER EXPERIENCES, STRONGER RESULTS



CREATE A WELCOMING FIRST IMPRESSION

Welcome guests with a celebratory by-the-glass pour that elevates the tasting room experience



DRAW IN YOUNGER CONSUMERS

Appeal to Gen Z and Millennial wine drinkers seeking approachable, Prosecco-style sparkling wine



ADD ENERGY TO THE TASTING EXPERIENCE

Add a bright, fruit-forward sparkling wine that's easy to enjoy from the first sip



PERFECT FOR EVENTS AND HIGH-TRAFFIC DAYS

A versatile sparkling option for winery events, weddings, and high-traffic tasting days



DRIVE INCREMENTAL SALES

Drive incremental sales with a high-margin, easy-to-sell California sparkling wine



DISTINCTIVE PACKAGING

Stand out on the table and in the tasting room with a unique bottle and eye-catching foil



PREMIUM STORY, ACCESSIBLE PRICE

Offer authentic sparkling craftsmanship without the price point of méthode champenoise

PROFITABILITY

MSRP Retail Price in Tasting Room	\$23.00
-Bottle Cost	(\$8.50)
GROSS Margin per Bottle	\$14.50
-Wine Club Discount	(\$3.63)
NET Margin per Bottle	\$10.87

PROFIT PER CASE	\$130.50
TOTAL NET WINERY PROFIT	\$21,533.00

