

THE NEW IDENTITY OF RAMSAY



THE BRAND STORY:

- The Ramsay brand was first started by legendary Napa winemaker, Kent Rasmussen, with the 1986 vintage, and has continued to be made by Kent every vintage since then
- Ramsay is named after his wife Celia's maiden name
- For over 3 decades now, the wines have always represented extreme value for the money, with all fruit coming from top growers in the best appellations in CA for each varietal

THE NEW LABEL DESIGN:

- The first redesign in the brand's 30+ year history, now with a more modern feel
- The thumbprint represents a new visual identity for Ramsay, while still symbolizing that the brand's original DNA and the wine in the bottle that has been loved for decades remains unchanged

THE LIQUID IN THE BOTTLES:

- **Cabernet Sauvignon:**
 - Sourcing: Top grower-partners in Napa, Sonoma, Paso Robles, Lodi, and Mendocino
 - 95% Cabernet Sauvignon, 5% Petite Sirah, aged 12 months in French oak, 20% new
- **Chardonnay:**
 - Sourcing: Top grower-partners in Russian River Valley, Sonoma & Mendocino
 - 100% Chardonnay, aged 10 months in French oak, 20% new
- **Pinot Noir:**
 - Sourcing: Top grower-partners in the Russian River Valley, Sonoma, and Monterey
 - 100% Pinot Noir, aged for 12 months in French oak, 25% new
- **Merlot:**
 - Sourcing: Top grower-partners in Napa, Sonoma, Alexander Valley, Mendocino & Lodi
 - 100% Merlot, aged for 12 months in French oak, 20% new

ACCOLADES FOR THE NEW WINES:

- **Cabernet Sauvignon:**
 - 2021: 91pts & **"Best Buy"** from Wine Enthusiast
 - 2021: 91pts from Tasting Panel
 - 2020: 90pts from Tasting Panel
 - 2019: 91pts from Tasting Panel
- **Chardonnay:**
 - 2022: 90pts & **"Best Buy"** from Wine Enthusiast
 - 2022: 91pts from Tasting Panel
- **Merlot:**
 - 2021: 91pts & **"Best Buy"** from Wine Enthusiast
- **Pinot Noir:**
 - 2021: 91pts & **"Best Buy"** from Wine Enthusiast
 - 2021: 90pts from Tasting Panel
 - 2020: 90pts from Tasting Panel



Chardonnay UPC



Cab Sauv UPC



Pinot Noir UPC



Merlot UPC

RAMSAY

California Cabernet Sauvignon

Deep purple-black in color with
a rich nose of cedar, mint
& black fruit

A nice intensity highlights rounded
tannins & a spicy earth-laced finish

2019 Vintage

91pts THE TASTING PANEL

Shelftalkers
Available



Case Cards
Available

