

# 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 been made 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:

- **Cab Sauv:**
  - 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
- **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

## ACCOLADES FOR THE NEW WINES:

- 2019 Cabernet Sauvignon: **91pts from Tasting Panel**
- 2020 Pinot Noir: **90pts from Tasting Panel**



**Cab Sauv UPC**



**Pinot Noir UPC**

**RAMSAY**

California Pinot Noir

Ruby red in color, highlighting notes of dark red fruit, bramble-berries & roses

Balanced acidity leads to a silky & seamless finish

2020 Vintage  
90pts TASTING PANEL

**Shelftalkers Available**



**Case Cards Available**



**Suggested Retail Price: \$19.99/btl**

[www.RamsayWines.com](http://www.RamsayWines.com)



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