



ESSER WINES

ACHIEVING DISTINCTION

MONTEREY COUNTY, CALIFORNIA, USA

Appellation Ventures was formed in early 2013 by seasoned professionals and acquired Esser Vineyards in August of 2013. Much time was spent re-branding and re-launching our quality wine from the distinct viticulture area of Monterey County. In just three short years, our hard work has translated into highly acclaimed and award winning wine with distribution in 28 international countries and 36 states across America with a 115% sales growth rate in 2015 alone.



Scheid Family Vineyards – All of the wines are sourced from grapes grown in the cool Central Coast / Monterey Valley region of California and crafted from **sustainably farmed vineyards** of the Scheid family who have been farming grapes in the area for over 40 years. The Scheid family is considered one of the top stewards of vineyard land in Monterey County and is well known for their environmentally sound farming practices, their social equity with their employees and economic viability to the region. The official certificate of California Sustainable Winegrowing can be found on our web site. (www.EsserVineyards.com)



Central Coast / Monterey County Grape Sourcing – A number of larger California wineries own vineyards and source fruit, particularly Chardonnay, Sauvignon Blanc and Pinot Noir from Central Coast / Monterey County Vineyards they own and farm.

Other Central Coast / Monterey County Wineries – Generally smaller family owned wineries produce from this region as well and include Carmel Ridge Winery, Ventana, Le Mistral, Bernadus, Hahn Estate, Talbott and Morgan Estate.

Esser Wines Pricing – Esser delivers consistent, high quality, premium wines for a value price. Nationwide the wines are consistently associated and perceived as wines from a higher price point. We work closely with our wholesalers to provide competitive BTG pricing.



Wine Quality – Esser Wines continually over deliver outstanding product quality, well balance wine, with integrated fruit and layers of palate complexity. That distinguishing winemaking style seamlessly continues from vintage to vintage as has become our signature in the marketplace.

Brand Support – Appellation Ventures works closely regionally to provide ample marketing dollars to all of our distributor partners in support of local market programming and promotions. Also, our website supports our partners with easy access to tech sheets, sell sheets and shelf talkers in our Media/Trade section of our website.

Trade Samples – On all orders consisting of a 56-case pallet (varietal types can be mixed) 2 cases will be provided by the winery at NO CHARGE to be used for trade samples in your market, or a 50 /50 sampling partnership.

Recent awards & accolades – Visit the Esser Wines website at www.esservineyards.com for a complete and up to date list of the many awards being garnered to the winery.

Appellation Ventures is well funded, with many operations of expertise around the world.

