

# SIX REASONS

## Why Your Accounts Want To Buy Grayson

1

### URNS AT ACCOUNTS

In many markets, Grayson is among the fastest re-order brands in a distributor's book. It's an easy brand to get re-orders into your paycheck.

2

### QUALITY

It's the highest rated CA value wine with "Best Buy" ratings from the Wine Advocate for many years across all wines.

3

### VALUE

The shelf price around \$10 is attractive for glass pours.

4

### EXCLUSIVITY

Grayson is not a mass marketed mega-brand.

5

### FAMILY OWNED

There are fewer family-owned California wineries at this price. Grayson is owned by the O'Connell family.

6

### SKILLED WINEMAKER

Larry Levin has 30 years in Napa / Sonoma (Quintessa, Mondavi, Franciscan, Turnbull) making 100 point wines. Don't usually get these winemaking skills at this price point.

*"California's Most Highly Rated Value Wine"*

WINE ENTHUSIAST

FAMILY  OWNED

GRAYSON  
CELLARS



WINEBOW  
FINE WINE + SPIRITS