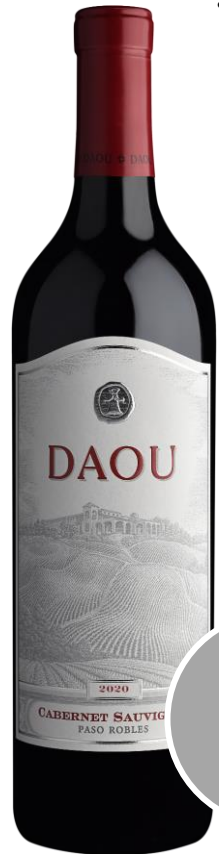


CABERNET SAUVIGNON



ABOUT

- DAOU's vision is to provide wines that overdeliver at every price point.
- Our DAOU Cabernet Sauvignon is a collective representation of Paso Robles' ability to grow Bordeaux varietals.
- Consistently excellent since the first vintage.
- Delivers immediate pleasure with opulence and balance.



93pts

Robert Parker

APPELLATION

- Paso Robles, CA

ALCOHOL

- 14.5%

VARIETAL COMPOSITION

- 80.4% Cabernet Sauvignon, 11.5% Petit Verdot, 7.8% Merlot, 0.3% Cabernet Franc

TASTING NOTES

- Intense aromas of cherry and blackberry jam complemented by dark chocolate, tobacco leaf and desert sage

- **DAOU Cabernet BTG has an average \$15 and avg Retail is \$20-\$25 = GREATER Value to Guests**
- **NAP: \$14.75**
- **Available in 375ml: NAP \$10.00**
- **Available in Large Format: NAP \$39.00**

On Premise TRENDS

Top 10 BTG Cabernet Trends

(Last 365 Days, Locations, Source: Somm a.i)

| Rank | Brand | Avg BTG Price |
|------|--------------------------|---------------|
| 1 | Caymus | \$30 |
| 2 | DAOU Vineyards | \$17 |
| 3 | Duckhorn Vineyards | \$18 |
| 4 | Far Niente | \$30 |
| 5 | Silver Oak | \$44 |
| 6 | Quilt | \$22 |
| 7 | Austin Hope | \$20 |
| 8 | Jordan Vineyard & Winery | \$35 |
| 9 | Stag's Leap Wine Cellars | \$25 |
| 10 | Louis M. Martini | \$13 |

