

BLENDING FACT AND LEGEND:

APOTHIC WINES

Since entering the market 10 years ago, Apothic Wines has earned a reputation for quality and value among its legions of devoted fans. So, what makes Apothic so appealing to consumers, and what's the rest of the story? You think you know? Read on to find out.

2010: THE YEAR APOTHIC MADE CONTACT

Apothic's long-lasting love affair with consumers began in 2010 with a single wine, Apothic Red. The blend featured Zinfandel, Merlot, Syrah and Cabernet Sauvignon.

RED WITH ENVY

Apothic Red is immensely popular with consumers. It is the #1 selling commercial premium brand, the #1 selling red wine, and holds 24% of the market share for red blends in the U.S., according to IRI Worldwide.

A VARIETY OF OPTIONS

Since its launch 10 years ago, the Apothic line has expanded to include more blends like the savory red blend Apothic Dark, Apothic White, Apothic Inferno, Apothic Rosé, and others.

BEHIND THE LABEL

Apothic's owner, E. & J. Gallo Winery, conducted a survey in 2015 which found that millennials are four times more likely than their parents to choose a wine if the label has a personality or shows originality. Armed with that information, Apothic has built an image among consumers as a wine with loads of personality and consumer appeal.

WHAT'S IN A NAME?

The name "Apothic" is undeniably cool. Where did it come from? The name is inspired by "Apotheca," which was a mysterious place where wine was blended and stored in 13th century Europe.

THE APOTHIC PROCESS

The grapes drive the blending process. According to Apothic winemaker Debbie Juergenson, "I strive to tell a story with each blend of Apothic. Whether it's one of drama, intrigue, or romance, the wines of Apothic are truly original."

Juergenson has led Apothic's winemaking process since day one.

CALIFORNIA BLENDING

The wines produced by Apothic are from California's Central Valley. The Valley is responsible for an enormous share of U.S. agricultural output and has provided Apothic with an endless supply of top-quality grapes.

AWARD-WINNING WINE

Apothic Dark has been a hit with consumers and connoisseurs, picking up several awards:

- 2018 San Francisco Chronicle Wine Competition – Silver Medal
- 2017 San Francisco Chronicle Wine Competition – Gold Medal
- 2017 Dan Berger's International Wine Competition – Bronze Medal
- 2016 TEXSIM International Wine Awards – Bronze Medal