

# **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.

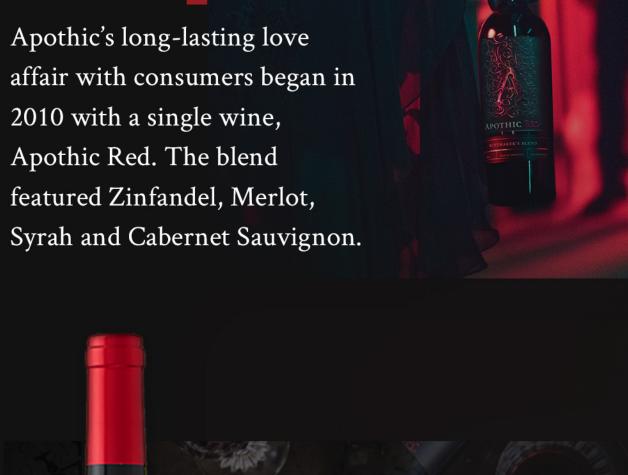
# **MADE CONTACT**

2010: THE YEAR APOTHIC

2010 with a single wine, Apothic Red. The blend featured Zinfandel, Merlot,

APOTHIC

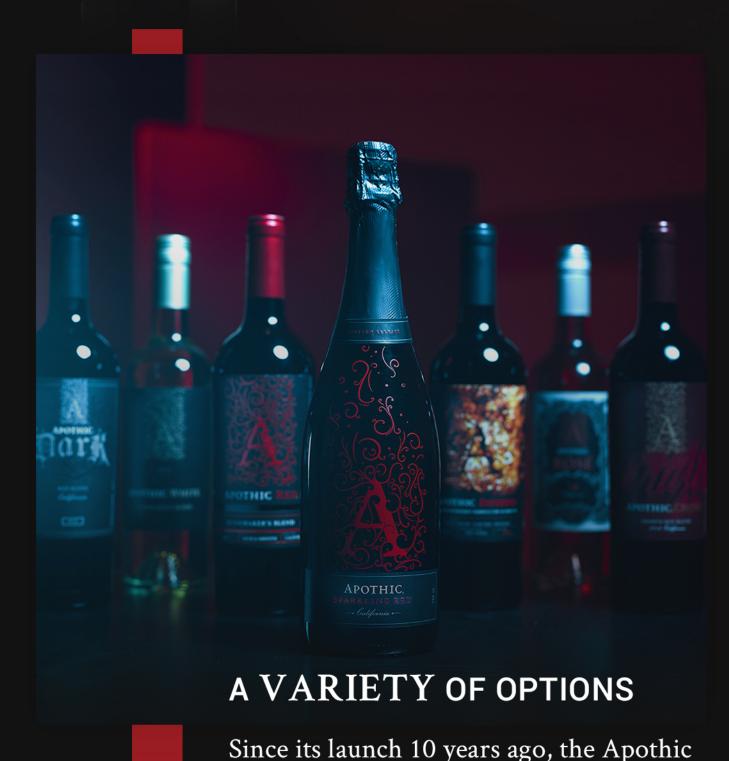
WINEMAKER'S BLEND



#### Apothic Red is immensely popular with consumers. It is the

**RED** WITH ENVY

#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.



### like the savory red blend Apothic Dark,

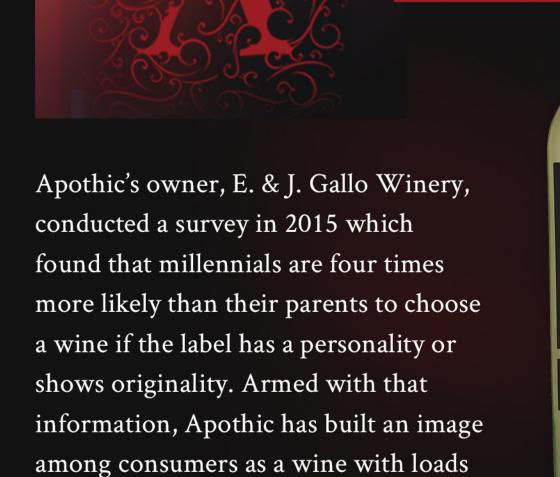
**BEHIND** 

THE LABEL

VIBRANT & REFRESHING 12.5%

Apothic White, Apothic Inferno, Apothic Rosé, and others.

line has expanded to include more blends



of personality and consumer appeal.

#### THE APOTHIC **PROCESS**

WHAT'S IN A NAME?

The name "Apothic" is undeniably cool.

Where did it come from? The name is

mysterious place where wine was blended

inspired by "Apotheca," which was a

and stored in 13th century Europe.

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,

> Apothic's winemaking process since day one.

or romance, the wines of

Juergenson has led

Apothic are truly original."



## CALIFORNIA BLENDING The wines produced by Apothic are

supply of top-quality grapes. AWARD-WINNING WINE

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



Apothic Dark has been a hit with consumers

and connoisseurs, picking up several awards:

Competition – Silver Medal

Competition – Gold Medal • 2017 Dan Berger's International Wine

• 2017 San Francisco Chronicle Wine

Competition – Bronze Medal • 2016 TEXSIM International Wine

Awards - Bronze Medal

