

6 Reasons Why Your Accounts Want To Buy Grayson



1. *Turns at Accounts:* In many markets, Grayson is among the fastest re-order brands in a distributor's book. It 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 CA wineries at this price. Grayson is owned by the O'Connell family.
6. *Skilled winemaker:* Larry Levin 30 years in Napa / Sonoma (Quintessa, Mondavi, Franciscan, Turnbull) making 100 point wines. Don't usually get these winemaking skills at this price point.

WWW.GRAYSONCELLARS.COM

"California's Most Highly Rated Value Wine"