

BRAND SUMMARY

KB ESTATE

KB
KNIGHTS BRIDGE ESTATE



History	Founded in 2006 by brothers Jim and Essel Bailey and friend Tom Costin, Knights Bridge Winery is well known for its elegant, small-lot Sauvignon Blanc, Chardonnay and Cabernet Sauvignon with fruit from the Knights Valley estate vineyard. Nestled on the pristine, undeveloped west side of the valley, the organically farmed vineyard rises to 900 feet in elevation on the rocky slopes of the Mayacamas mountain range, at the perfect intersection of climate and location. In 2019, the winery's offerings were expanded with the debut of KB Estate wines, also sourced from the Knights Bridge vineyard. Guided by a deep respect for nature, the Knights Bridge team seeks to make wines of energy and purpose that are unmistakable expressions of their estate terroir.						
Winemaker	Douglas Danielak						
Brand Vision	We are dedicated to the ideal of making terroir-driven wines that are truly distinctive to our Knights Valley estate vineyard site.						
Core Consumer	Individuals who enjoy the finer things in life and want to drink wines that acknowledge their status. These wine lovers enjoy sharing their insider access and knowledge with others to attain status and they use social media to celebrate their good fortune. The core KB Estate consumer is extremely confident in his ability to make wine choices and views wine as an everyday luxury. She enjoys drinking wine with meals at dinner during the week and sees wine exploration as part of her personal growth journey.						
Discover	Wine and foodie friends, social media, wine-food-travel-lifestyle search, influencers, recommendations from trusted hospitality professionals and wine stewards.						
Wines & Pricing	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Sauvignon Blanc \$30 SRP</td> <td style="width: 50%;">Red Blend \$50 SRP</td> </tr> <tr> <td>Unoaked Chardonnay \$30 SRP</td> <td>Cabernet Sauvignon \$60 SRP</td> </tr> <tr> <td>Chardonnay \$40 SRP</td> <td></td> </tr> </table>	Sauvignon Blanc \$30 SRP	Red Blend \$50 SRP	Unoaked Chardonnay \$30 SRP	Cabernet Sauvignon \$60 SRP	Chardonnay \$40 SRP	
Sauvignon Blanc \$30 SRP	Red Blend \$50 SRP						
Unoaked Chardonnay \$30 SRP	Cabernet Sauvignon \$60 SRP						
Chardonnay \$40 SRP							
Formats	750 mL						
Competitive Set	Jordan, Donelan, Flowers, Chalk Hill, Aperture, Lancaster						
Estate Acres	100 total acres, 49.62 planted						
Channel Strategy	50% On-Premise, 50% Off-Premise						
Key Accolades	<p>Sauvignon Blanc 90 Points, <i>Wine Enthusiast</i>, V18</p> <p>Chardonnay 91 Points, <i>Wilfred Wong</i>, <i>wine.com</i>, V18</p> <p>Red Blend 91 Points, <i>Wine Enthusiast</i>, V16</p> <p>Cabernet Sauvignon 91 Points, <i>Wine Enthusiast</i>, V16</p>						
Retail Standards	Eye-level shelf placement in varietal section next to competitive set or higher-priced wines. In cold box next to competitive set or higher-priced wines.						
Merchandising Tools	On- and off-premise toolkits						
Website	knightsbridgewinery.com						
Social Media	<p>Facebook facebook.com/knightsbridgewinery</p> <p>Instagram @knightsbridgewinery</p>						