

Reasons Why Your Accounts Want To Buy Grayson



1. *Value:* Targets shelf price is under \$10
2. *Family Owned:* There are fewer family owned CA wineries at this price. Grayson is owned by the O'Connell family.
3. *Quality:* Consistently receives "Best Buy" ratings from the Wine Advocate
4. *Exclusivity:* Grayson is not a mass marketing mega-brand.
5. *Skilled winemaker:* Larry Levin 30 years in Napa / Sonoma (Quintessa, Mondavi, Franciscan) Don't usually get these winemaking skills at this price point.

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