

# ROUTE STOCK

ROUTES WITH ROOTS – WINES OF PLACE.

RouteStock is an invitation to discover the deep roots of winemaking in Napa and Sonoma, planted firmly at each step of your journey through our vineyard sites. Every glass tells the story of Napa's remarkable fine wine heritage, from the famous routes that wind between the vineyards, to the roots that produce its world-renowned grapes.

Wilson Daniels is thrilled to debut a **fully rebranded package** for RouteStock that matches the quality of the wine in the bottle.

## NEW PACKAGING INCLUDES:

- New front and back label design
- Revitalized brand story
- Enriched appellation call outs
- New branded capsules
- Fully rebranded outer case pack

BRAND NAME  
FEATURED  
PROMINENTLY

APPELLATION  
ENRICHED AS  
KEY SELLING POINT

ELONGATED  
LABELS

HEAVY EMBOSSED  
AND TEXTURE



WILSON DANIELS   
SINCE 1978

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## ESTIMATED RELEASE TIMELINE

Wine	2019 Sonoma Coast Pinot Noir	2018 Napa Valley Cabernet Sauvignon	2020 Napa Valley Sauvignon Blanc	2020 Carneros Chardonnay
Estimated National Release	March 15, 2021	April 1, 2021	April 15, 2021	Summer, 2021

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