



SHARE A SPLASH WINE CO. DIVES INTO SUBREGIONAL SONOMA COUNTY, LAUNCHING AN ELEVATED CANNONBALL LINE EXTENSION

ELEVEN showcases Sonoma County's terroir in four varietals

FOR IMMEDIATE RELEASE

Healdsburg, California – September 18 Cannonball ELEVEN focuses singularly on expressing Sonoma County's unique terroir through signature expressions of Sauvignon Blanc, Chardonnay, Merlot and Cabernet Sauvignon. This is the first line extension for the California brand Cannonball, giving the brand more dimension by taking a deep dive into the sub-appellations of Sonoma, creating an exciting range that captures this region's unique spirit.

The new line keeps production limited, under 5,000 cases (9L) for the initial release – U.S. SRP ranges from \$24.99-39.99. "We sought out the best Sonoma County regions for each of the varietals" said SHARE A SPLASH wine co. founding winemaker Dennis Hill. "Small vineyard parcels that embody the best and most recognizable hallmarks of each area – and brought them to market at an accessible price point" added winemaker Ondine Chattan. Chattan, who joined SHARE A SPLASH wine co. last season, brings experience from storied Sonoma properties and collaborated with Hill on both the sourcing and winemaking for the new product line.

Geared towards the on-premise, the wines are immediately approachable and can stand on their own by the glass, or pair perfectly with a variety of cuisines.

The full lineup includes:

Cannonball ELEVEN Dry Creek Valley Sauvignon Blanc 2017 embodies the legendary warm days and cool evenings of Dry Creek Valley, endowing the wine with zippy acidity, and juicy, tropical fruit kissed with French oak. \$24.99, 2,300 6 pack cases, available immediately.

Cannonball ELEVEN Sonoma Coast Chardonnay 2017 captures the ocean mist the region is renowned for in its Chardonnay, at once rich, vibrant and steely. \$34.99, 2,500 6 pack cases, available immediately.

Cannonball ELEVEN Sonoma County Merlot 2016 is a study in the polish and density of the Russian River Valley and the energy of the Dry Creek Valley. \$34.99, 2,800 6 pack cases, available early 2019.

Cannonball ELEVEN Sonoma County Cabernet Sauvignon 2016 classically styled, lusciously textured, opulent wine comprised of nearly equal parts from the Sonoma Valley and Alexander Valley regions. \$39.99, 1,300 6 pack cases, available early 2019.

A quest for distinction

ELEVEN carries forward SHARE A SPLASH wine co.'s irreverent tradition of using free-spirited diving monikers for their brands, such as their Napa Valley proprietary red High Dive. Eleven is both a master number, representing intuition and insight, as well as a reference to the 0-10 scale dives are scored on – with ELEVEN being off the charts.

About SHARE A SPLASH wine co.

Founded in 2006 as Cannonball Wine Company, SHARE A SPLASH wine co. produces and manages a portfolio of wines that echo a simple belief: that wine, like life, is best enjoyed when shared. Today, the SHARE A SPLASH portfolio offerings range from premium - luxury wine brands, including Cannonball, Angels & Cowboys, New Zealand's award-winning Astrolabe Wines and High Dive Napa Valley. From their base in Healdsburg, California, the SHARE A SPLASH wine co. wines are present in 48 United States and 26 international markets and on a mission to "*Share a Splash*" with every glass! For more information, please visit shareasplash.com.

For bottle shots, tech sheets and other brand assets visit

<http://www.shareasplash.com/trade/cannonball-assets>

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