

# 2018/19 Portfolio





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#### Welcome

This is the story, the people, and the wines that make up SHARE A SPLASH wine co.

Dedicated to innovation in all that we do, with a commitment to authenticity, our mission is to spread our passion by offering wines we believe in.

We love what we do, and hope it shows in every bottle!

From our winemaking base in Healdsburg, business operations in Silicon Valley, and our robust regional sales team, thank YOU for sharing a splash!

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Astrolabe

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#### 2010

#### ...and then there were four

Cannonball Cabernet had established a solid reputation in the marketplace. Consumers and the trade were asking for more and as a result of market demand, the line was extended The first varietal was Chardonnay, followed by Merlot, and then Sauvianon Blanc. As our first born, Cannonball Cabernet remains our flagship wine. Through tireless passion and drive, distribution in all the major U.S. markets and a handful of International was achieved, and a solid foundation of

success took hold.

#### 2012

ASTROLABE

## Cannonball meets Astrolabe wines from New Zealand

At a fateful meeting arranged by our Toronto agent and partner Harris Davidson of Rogers & Company, Cannonball and Astrolabe wines fell in love at first sight. Fall 2012, Cannonball became the exclusive U.S. agent for highly acclaimed Astrolabe wines from New Zealand. Recognized as one of Marlborough's premiere producers, Astrolabe brought critical acclaim and notoriety within the sommelier network to the portfolio.

#### 12

#### 2014

COWBOYS

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ANGELS

# The launch of beloved Angels & Cowboys

Angels & Cowboys is a collaboration with award-winning graphic designer Michael Schwab, who is also our label designer. Michael's artwork, the name, and our vision for the style of wine were components that organically came together. The initial plan was to produce a Zinfandel - based Sonoma County Proprietary Red label only, but our love for Rosé inspired us, and we produced a handful of cases for fun.

Immediately well-received into our existing network, the first vintages sold out ahead of forecast. Both the Proprietary Red and Rosé quickly established success within our portfolio.

#### 2018

#### The launch of Cannonball ELEVEN

In our quest to reach new winemaking heights, Cannonball ELEVEN was conceived. We dialed sourcing into very specific Sonoma County subregions and sought out growers in traditional and unlikely corners. We set our sights on small vineyard parcels that embody the best and most recognizable hallmarks of each subregion. We are thrilled with the quality and the experience these limited production wines deliver!

#### 2016

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SPLASH WINE

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SHARE ,

HIGH DIVE WINES

#### SHARE A SPLASH WINE co. is born

After ten years of conceiving new projects and partnerships, it was time to bring in a parent for all of our brands. SHARE A SPLASH wine co. portfolio brand name was established.

#### Making a splash with High Dive

High Dive marks SHARE A SPLASH wine co.'s first entry into the Napa Valley super luxury wine category. High Dive began as an adventurous collaboration between SHARE A SPLASH wine co. Founder Yoav Gilat and winemakers Peter Heitz (Turnbull Wine Cellars) and Scott Palazzo (Palazzo Wines). The winemaking dream team set out to craft an elegant, proprietary red that would showcase the best of Napa's terroir, with classic restraint, and a homage to the classic Napa Valley blends of the 1970s. Upon the inaugural 2014 vintage release, High Dive immediately made its way onto coveted wine lists like The French Laundry, and received high marks from the press.

# The Team

Geographically located throughout North America, armed with many years of cumulative wine experience, we are a team of fearless industry innovators. Our philosophy is to build long-term relationships and cultivate brand ambassadors worldwide.



**Yoav Gilat**The Diver
CEO/Founder

Yoav launched Cannonball with 20+ years of diverse experience in consumer goods & beverages. Born and raised in Israel, Yoav moved to the UK in 1994 & studied Law at University of Kent. Following graduation, Yoav practiced law for three years before moving on to Tymco Beer Ltd., where he managed business development. Youv then pursued his MBA at Columbia Business School & Haas School of Business/Berkeley. He furthered his industry experience by providing strategy & marketing services to Constellation with their brands; Blackstone Winery & The Campari Group - SKYY Vodka. Today, Yoav oversees all day-to-day operations as well as the company's distributor & international sales networks in over 65 markets. True to the Cannonball spirit, Yoav is a professional scuba diver & Cabernet is his "go-to" varietal.



Lawrence Seeff
The Batsman | Chairman

Lawrence holds 20+ years of experience leading privately held, billion-dollar firms in the global real estate & financial sectors. He is a tremendous asset in advising both business & financial affairs for the Company. Lawrence always aspires to the highest level of achievement; he was a former South African first-class cricketer & has climbed 5 of the 7 world's highest peaks. Naturally Pinotage, the signature grape of South Africa, is Lawrence's favorite.



**Dennis Hill**The Wizard
Winemaker/co-Founder

Dennis holds 40+ years of winemaking expertise, he mastered his talent at wineries of all sizes; Seghesio, Alexander Valley Vineyards, Hayman & Hill & was the magic behind the wildly successful Blackstone Merlot. Aside from being our Wizard of Winemaking, Dennis is a true Sonoma County man & enjoys hunting the deepest corners of the area for mushrooms. When he is not perfecting our wines, he enjoys sipping a good Riesling.



**Ondine Chattan** 

The Water Goddess | Winemaker

Ondine is a passionate Sonoma County winemaker with experience ranging from cult boutique producers to notable household name brands. Her love of the diversity of Sonoma and California at large fuels her enthusiasm for making a range of varietals from Sauvignon Blanc to Zinfandel. Ondine takes a hands-on, multidisciplinary approach to winemaking- a credit to her years spent earning a Master's of Science in Enology from Fresno State and a Bachelor of Science from Cal Poly San Luis Obispo.



Kelley Deal
The One and Only
Director of
Marketing



Mimi Skinner
Mighty Minnie Mouse
Controller



Jennifer McKeough
Snow White
Director of Sales
National Accounts



Gil Watkins Yoda Vice President of Sales Western U.S.



Meghan Shaw Simply Red Manager DTC & Marketing



Will Fuhrman
The Wine Stud
Director of Sales
Midwestern U.S.



**Lynn Mahlebjian**The Queen
Director of Sales
Northeastern U.S.



Sara Zeigler
The Cowgirl Jessie
Director of Sales
Southwestern U.S



Chrissy Beresford
The Seeker
Director of Sales
Southeastern U.S.



**Megan Holst**The Fixer
Operations Assistant



Chantal Landreville
The Cosmo
Director of Sales
Canada/Int'l



Nicole Lartigau
The Hashtag
Sales Manager
So. California



**Lynne Chao**The Colonel
Production Manager



Alex Anderson
The Snow Angel
Accountant



# Angels & Cowboys

label design received the distinguished 'GOLD' Award by Graphis, the leading design trade publication.

SHARE A SPLASH

wine co.

# Design

Our primary label designer Michael Schwab, is one of America's leading artists and is regularly featured in publications worldwide.

"There is a classic quality to his work – contemporary, but never trendy..."

Robert Redford









#### Featured work

Peet's Coffee & Tea, U.S Robert Mondavi Winery, Napa Valley, CA Sundance Mountain Resort, Park City, Utah The Golden Gate National Parks, San Francisco, CA

#### For more info visit:

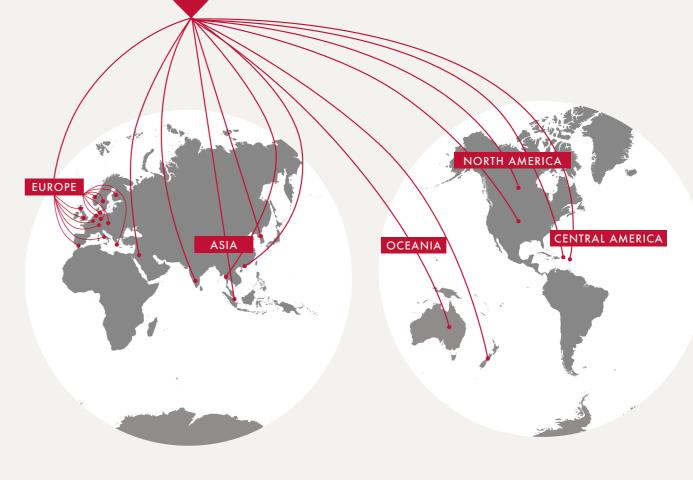
www.michaelschwab.com





SHARE A SPLASH
wine co. is present
in 48 United States
and 26 International
Markets

USA - Australia - Canada Germany - England - Scotland Switzerland - India - Sweden -Singapore - Israel - Denmark Norway - Gibraltar - Puerto Rico - Finland - Greece Italy - New Zealand South Korea - Netherlands Hong Kong - Thailand Japan - Czech Republic Belgium - Antigua







# CANNONBALL HEALDSBURG, CALIFORNIA

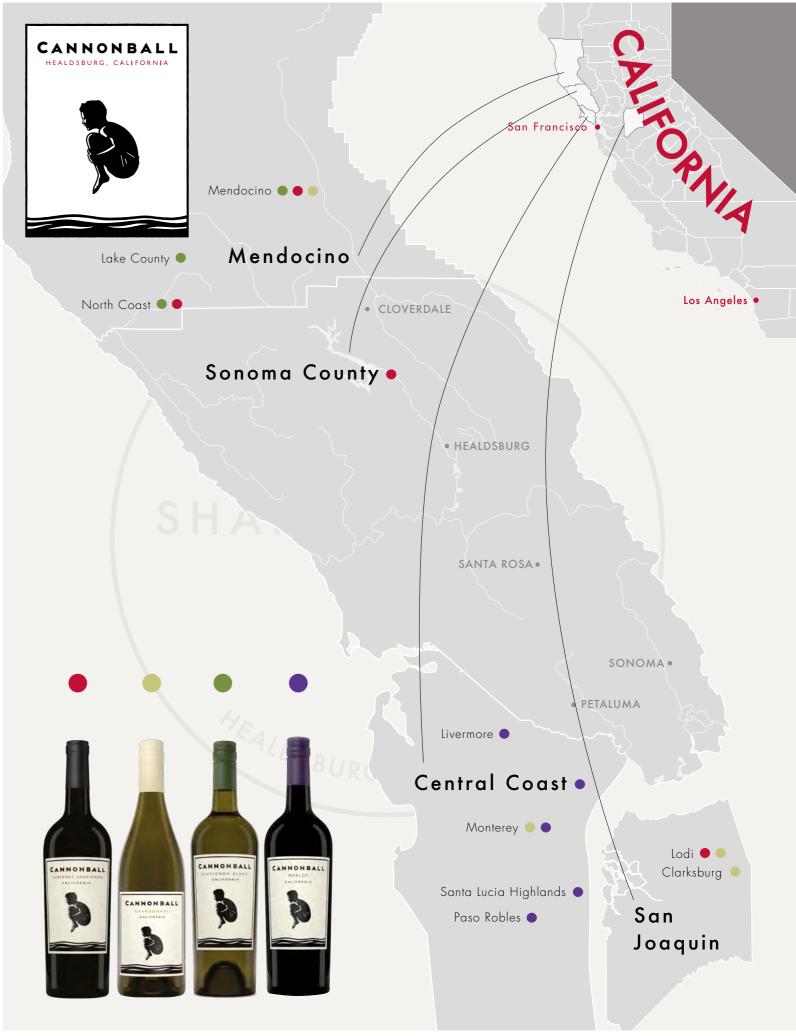
Cannonball wines are a pure expression of the varietal. Progressive winemaking perfected with evocative, award-winning label design. Serious wines that don't take themselves too seriously...

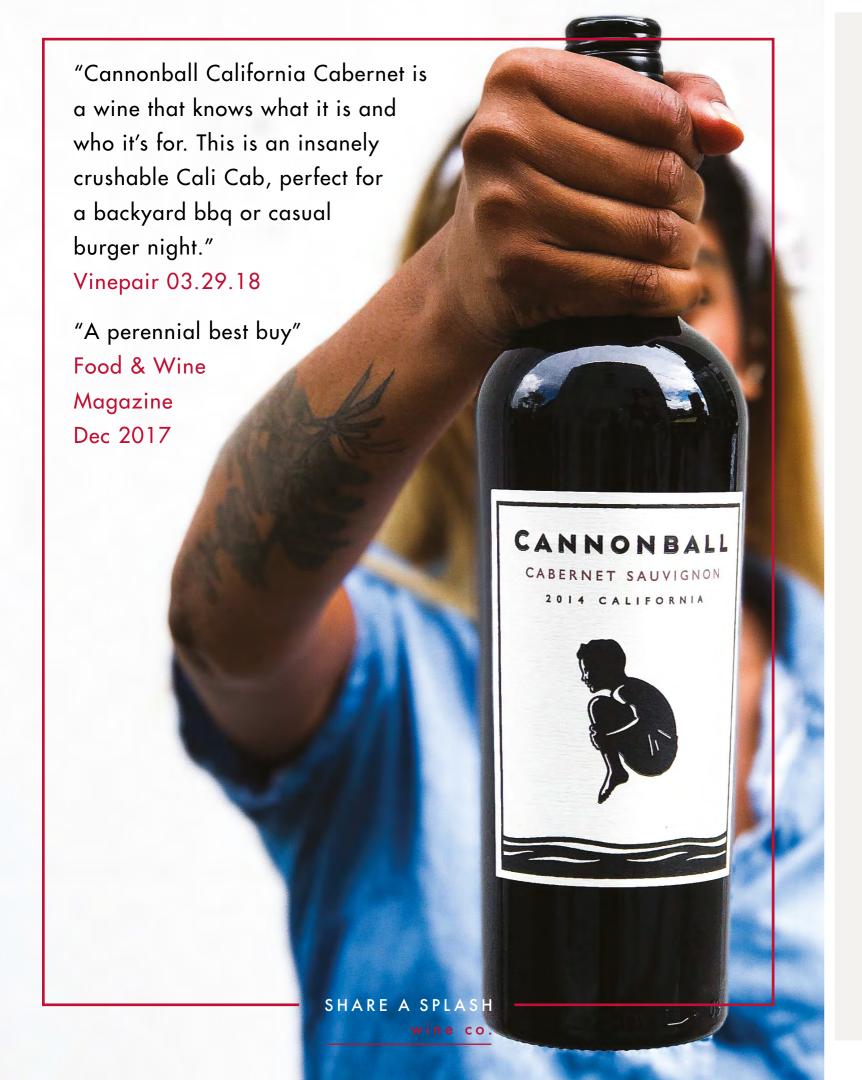
Cannonball California wines are sourced from select regions throughout California. The diverse California microclimates, topography, and soils provide the perfect palette to create wines that are complex, highly consistent, and a pure expression of the varietal. Diversifying sourcing allows for flexibility to achieve our signature style and maintain continuity with each vintage.

The perfect symbol of freedom. Legs tucked beneath you, soaring through the air – that uninhibited spirit is the soul of Cannonball wines. The Cannonball icon is a symbol of your inner child, a time when life was carefree and all about having fun. Cannonball wines will make you smile and remind you to not take life too seriously.

Dive in and Share a Splash!







#### Cannonball Cabernet

AVA: Sonoma County, North Coast,

Mendocino & Lodi

First Vintage: 2005

Alc: 13.7%

An exciting revival of a classic style. It has the best characteristics of traditional California and old world Bordeaux. Our Winemaker's deep knowledge of the best California Cabernet Sauvignon climates, soil types and vineyards, coupled with long-term relationships with premiere growers, allow sourcing for the finest grapes to craft the ultimate Cannonball flavor.

Flavors of red currant fruit with fresh cherry and berry flavors. The mouthfeel starts with a substantial body and has just enough texture and acidity to leave a long and flavorful finish.

Vivino's Top 20 under \$20: Cannonball Cabernet #6!

Ultimate Wine Challenge 2017

Ultimate Wine Challenge 2016

San Francisco Internationa Wine Competition 2016

2015

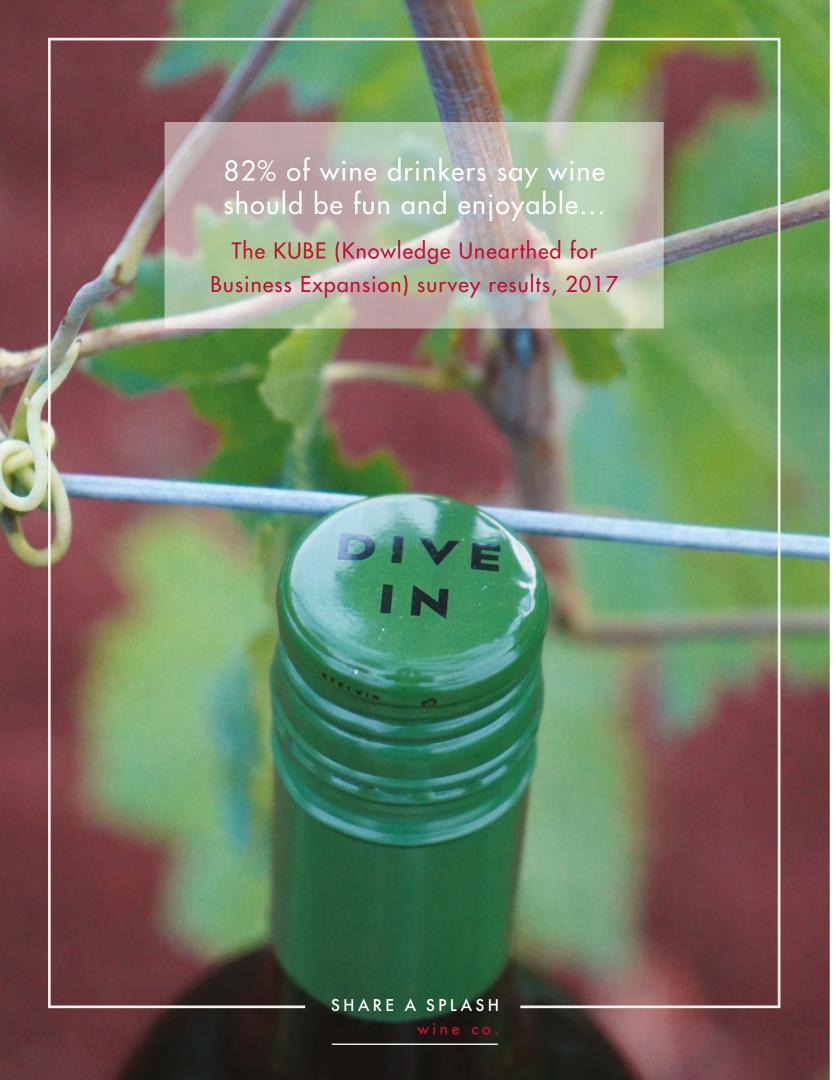
2014

2013

2013







## Cannonball Sauvignon Blanc

AVA: California, North Coast, Mendocino,

Lake County

First Vintage: 2010

Alc: 13.4%

Sauvignon Blanc is one variety that is a pure expression of varietal - the wine is what the grape provides. Preservation of the fragrant aromatics and fresh mouthfeel is paramount in our winemaking. We seek sites that contribute bright fruit flavors and lively palate structure to the blend. Aging at cool temperatures strengthens the mid-palate and adds dimension and rounds out the vibrant acidity.

Cannonball Sauvignon Blanc displays aromas of grapefruit, lime, and orange blossom. On the palate, juicy flavors of the citrus spectrum, tropical notes, and a mineral quality that compliments the acidity, create a refreshing and inviting wine, that finishes with a very pleasing mouthfeel.



VINTAGE POINTS AWARD

2017 94 Critics' Platinum Critics' Challenge 2018

## Cannonball Chardonnay

AVA: California, Monterey, Mendocino,

Lodi, Clarksburg

First Vintage: 2009

Alc: 13.7%

Sourced from diverse premium cool climate appellations throughout Northern California. In pursuit of the best of both worlds the Chardonnay receives a combination of stainless steel and oak aging. Partial malolactic fermentation is employed to round out the palate and balance acidity. The entire blend is aged in French oak, employing specialty toasts that enhance the vanilla components of the wine. Aromas of honeycomb, sweet cream butter and honeysuckle. Medium weight on the palate with flavors of poached pear, lemon curd and toasted almond. A lively streak of acid prevails on the finish.



AVA: California, Central Coast, Monterey, Livermore, Santa Lucia Highlands, Paso Robles

First Vintage: 2007

Alc: 13.7%

We source our Merlot from regions that experience warm afternoon temperatures balanced by cool nights and mornings: foggy Monterey, gravelly Livermore, sunny Paso Robles to mountainous Santa Lucia Highlands. Component wines were cellared separately for the first year and the final blend was aged on a finely proportioned medley of French oak. A bouquet of cherry and plum fruit, accented by sweet vanilla. Medium-full bodied with classic Bordeaux proportions and wonderful concentration. Flavors of supple cherry fruit and rich boysenberry, earth notes and fresh acidity. The wine has a lingering, savory finish.













# Cannonball ELEVEN Sonoma Coast Chardonnay

AVA: Sonoma Coast

First Vintage: 2017

Alc: 13.8%

ELEVEN Chardonnay was grown in the Sonoma Coast where the cool climate fruit strikes a balance between opulence and elegance. The growing season is long, natural acidity is abundant. Fermentation took place in a combination of stainless steel tanks and French oak barrels. Barrel and tank portions both underwent extended sur lie aging to enhance mouthfeel and contribute nougat and hazelnut notes, as well as add dimension and balance to the classic coastal acidity inherent in the fruit.

Apple, pear, and melon fruit notes dominate. Succulent preserved lemon and lime zest back notes, complimented by honeycomb accents.



# Cannonball ELEVEN Sonoma County Merlot

AVA: Sonoma County, Russian River Valley & Dry Creek Valley

First Vintage: 2016

Alc: 13.9%

ELEVEN Merlot was grown in both the northern reach of the Russian River Valley and the southern end of the Dry Creek Valley. We harvest by hand in the early morning hours and cold soak the fruit prior to fermentation to release the deep color and concentrated berry flavors. Upon completion of fermentation the wine is drained off its skins and put to French oak barrels for extended aging.

Impressively structured with black cherry, red currant, and raspberry fruit, this wine also shows lovely notes of cracked pepper, clove spice, and classic dried Herbs de Provence.



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# Cannonball ELEVEN Dry Creek Valley Sauvignon Blanc

AVA: Dry Creek Valley

First Vintage: 2017

Alc: 13.8%

ELEVEN Sauvignon Blanc was grown in the legendary Dry Creek Valley. The warm days and cool evenings mature our grapes early in the season and the long sunny days enhance the development of flavors. Primarily fermented in stainless steel, we also fill a small portion of the blend to French oak barrels for fermentation to create a blending component that adds dimension, and a subtle richness and depth.

Vibrant aromas of guava, pineapple, and passion fruit continue onto the palate and are joined by waves of honeydew melon, tangerine and lychee flavors. The mid-palate shows a lively acidity and soft floral notes leading to a pleasingly persistent finish.



# Cannonball ELEVEN Sonoma County Cabernet Sauvignon

AVA: Sonoma County, Sonoma Valley & Alexander Valley

First Vintage: 2016

Alc: 14.5%

ELEVEN Cabernet Sauvignon was grown in select areas of Sonoma County. The wine's saturated color and juicy density owe their origin to our northern Sonoma Valley vineyard source, and is framed and tamed by the refinement of our Alexander Valley site.

Each Cabernet lot is fermented and cellared separately in French oak barrels for 14 months, then blended and aged a further 10 months as an ensemble. The wine holds a purple core of luscious juicy ripe black fruits, blueberry, peppered meats, rich earthen notes and richly gripping tannins. The full-bodied mid-palate leads to a long finish with excellent balance and structure, complimented by firm acidity and soft, integrated tannins.

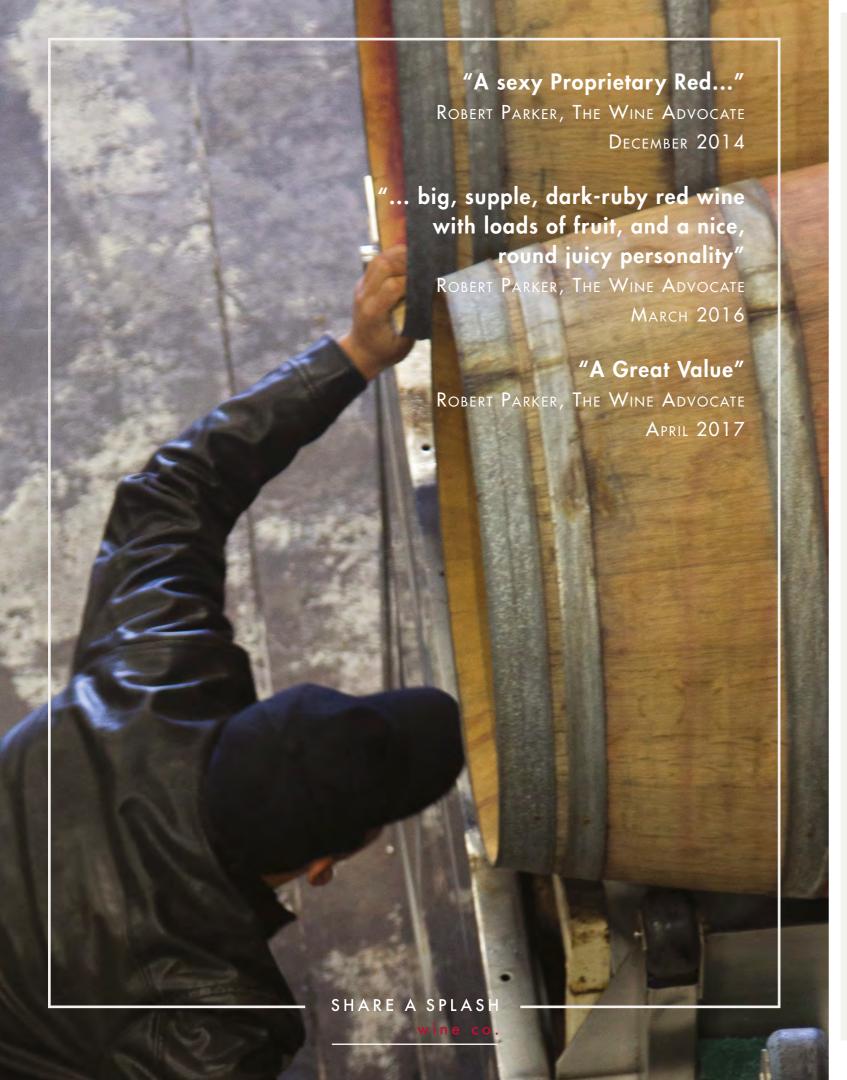


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# Angels & Cowboys Sonoma County Proprietary Red

AVA: Sonoma County, Alexander Valley, Dry Creek Valley & Russian River Valley

First Vintage: 2012

Alc: 14.8%

Sourced from some of Sonoma County's most prestigious growers. This Zinfandel-based red blend holds a bold, massive and flavorful style. Our characteristic integration of new and neutral French oak accentuates the layers of red fruit and racy spices that define our Angels & Cowboys Proprietary Red style.

The aromas are of dark red fruit, dried plum, sweet spice, mocha and vanilla. In the mouth it has generous flavors and bold structure.



VINTAGE	POINTS	AWARD
2016	90	Critics' Gold Critics' Challenge 2018
2015	-	BEST BUY Wine Enthusiast May 2018
2014	94	Ultimate Wine Challenge 2016
2013	91	The Tasting Panel Magazine May 2016



## Angels & Cowboys Sonoma County Rosé

AVA: Sonoma County, Dry Creek Valley

& Russian River Valley

First Vintage: 2013

Alc: 12.8%

Grenache-based Angels & Cowboys Rosé is made with winemaking techniques similar to those in the south of France, the epicenter for Rosé. The grapes were hand-harvested and whole cluster pressed to minimize color extraction and create a wine of unrelenting delicacy. Upon completion of fermentation, the Rosé is aged on its yeast lees for a little over two months, creating a bit more depth and mouthfeel.

Angels & Cowboys Rosé is classic Oeil de Perdrix. It has delicate aromas suggesting light mandarin, pomegranate blossoms and wildflowers. On the palate, the wine is lively and racy with flavors of tart cherries and minerals, freshness in the mid-palate, and great delicacy in the finish.

VINTAGE	POINTS	AWARD
2017	91	Anthony Dias Blue April 2018
2016	90	Anthony Dias Blue June 2017
2015	98	Critics' Challenge Wine Competition 2016
2015	92	Ultimate Wine Challenge 2016
2015	90	Gold Medal: SF International Wine Competition 2016





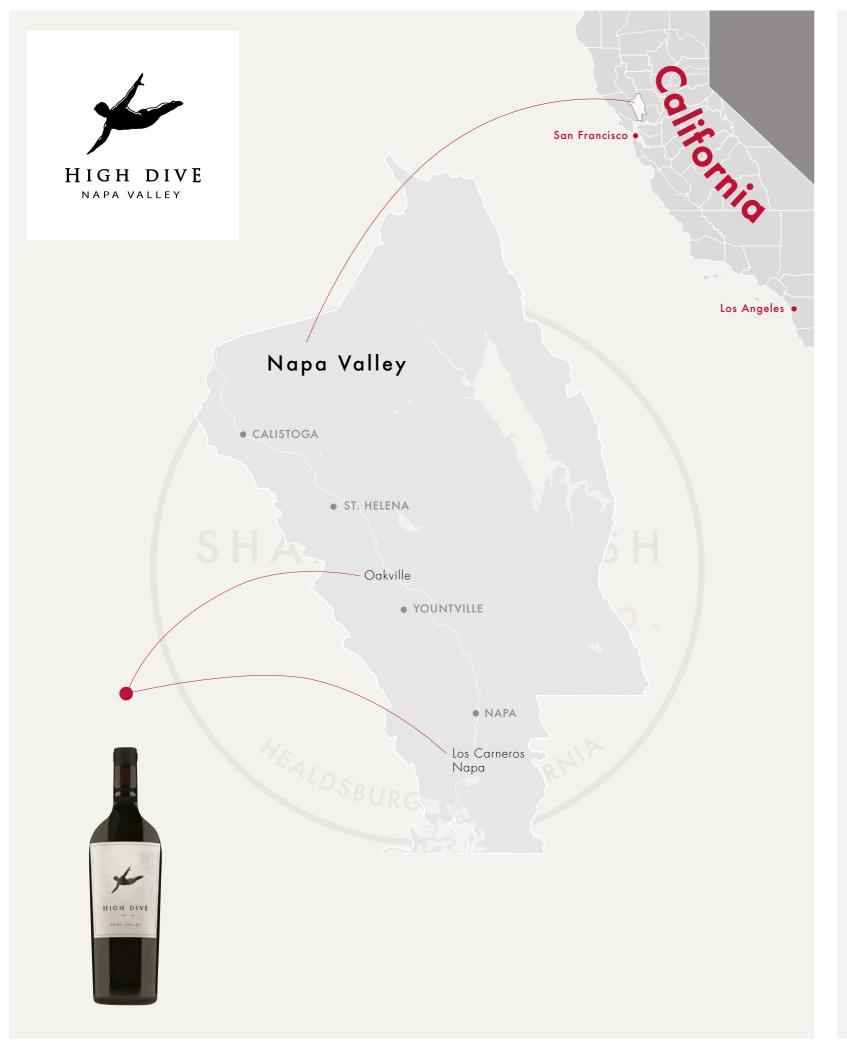
#### HIGH DIVE

Launched in 2017. Limited production, Cabernet-based, Napa Valley red blend. The vineyard sourcing for High Dive plays a key role in the style and quality of the wine, the Oakville AVA giving ripe fruit and richness, while the Carneros AVA gives a fresh acidity, combined with elegance and finesse.

#### The icon

The Cannonball Boy grown up...maturity and sophistication with a daring confidence.

High Dive represents the thrill, magic, and joy of life. It is the excitement you feel when you start your journey, the freedom when you dive in, let go and enjoy.



#### High Dive

AVA: Napa Valley, Oakville &

Los Carneros Napa

First Vintage: 2014

Alc: 14.5%

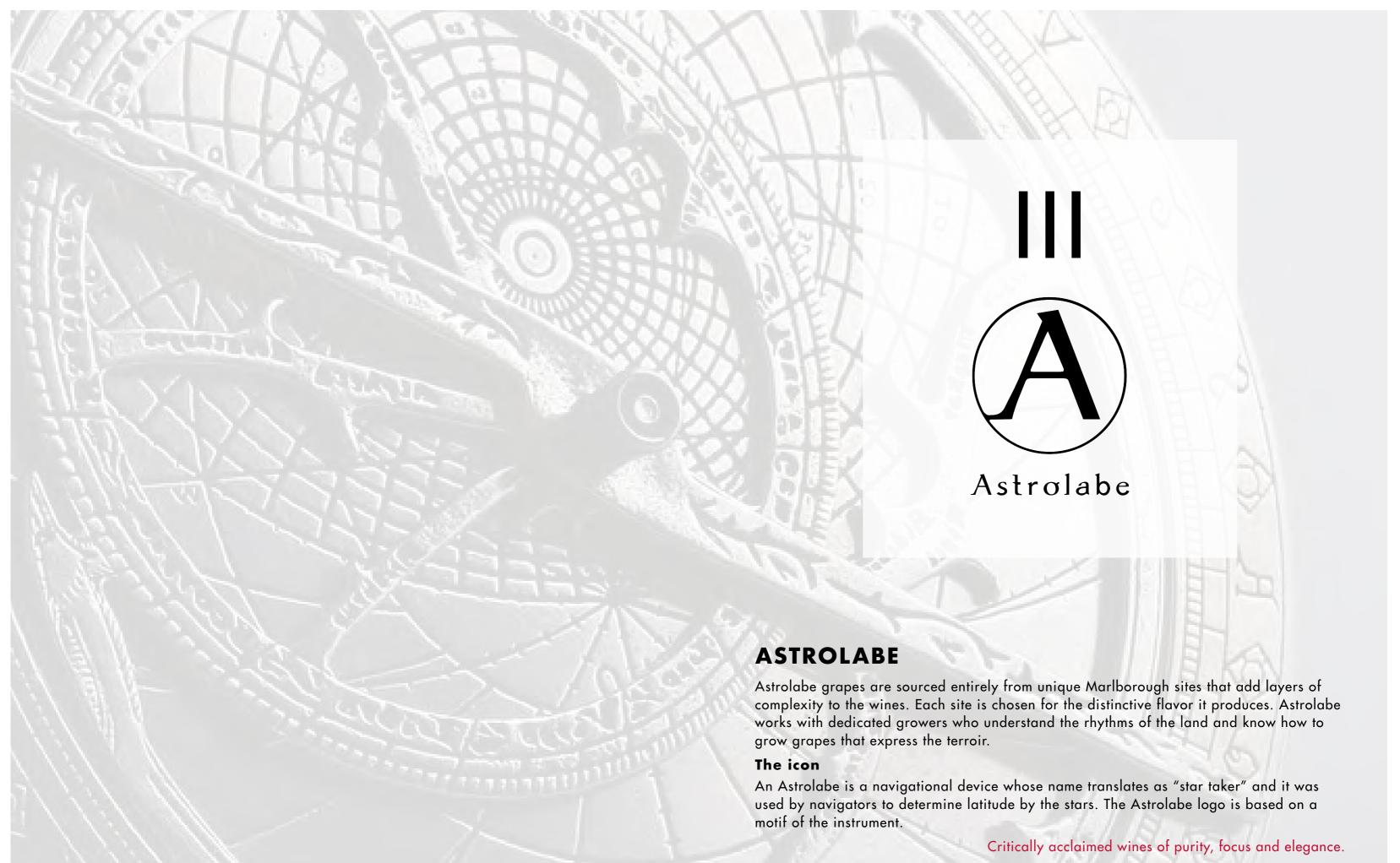
Limited production High Dive is sourced from the ideal Napa Valley microclimates of Oakville (volcanic red clay) and Carneros (shallow clay).

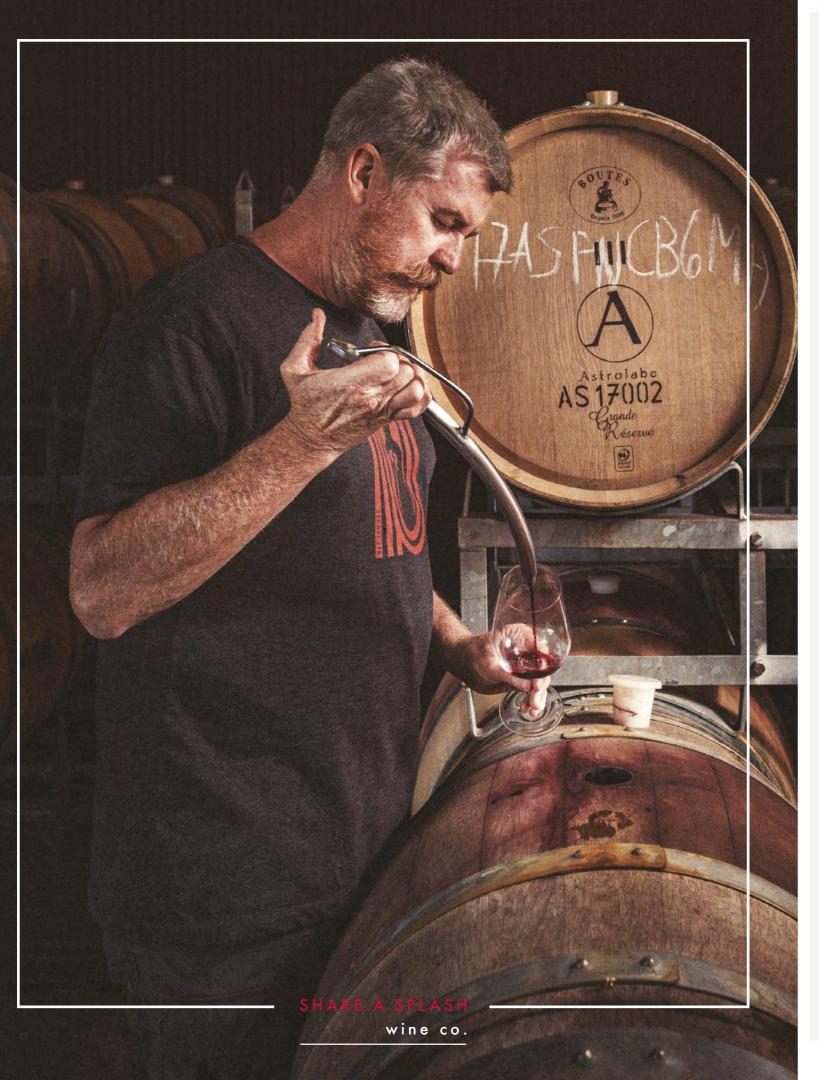
The wine's 'Left Bank' Bordeaux style blends world-class Cabernet Sauvignon with additional Bordeaux varietals. Bold and complex with beautifully integrated French oak and a long, subtle finish. High Dive captures the depth, balance and complexity the Napa Valley has become known for.



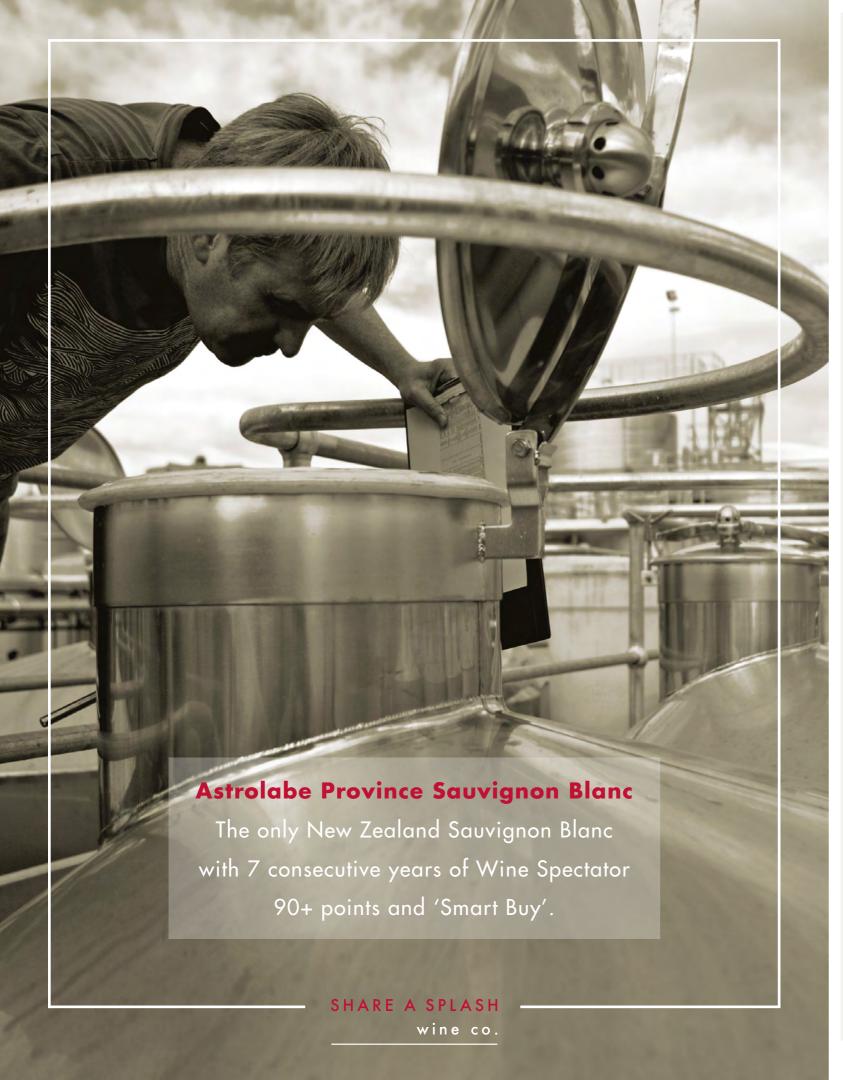












# Astrolabe Province Marlborough Sauvignon Blanc

AVA: Marlborough, Awatere Valley, Wairau Valley & Kekerengu Coast

First Vintage: 1999

Alc: 13%

Astrolabe 'Province' series wines are made in a classic Marlborough vein, emphasizing the varietal intensity created by leafy vineyards, ripe fruit and cool-climate growing. The Province Sauvignon was fermented in stainless steel using neutral wine yeast strains to allow the powerful fruit flavors to dominate. Medium-bodied with white peach, gooseberry and citrus flavors and a dry mineral finish.

SHARE A SPL wine

 VINTAGE
 POINTS
 AWARD

 2017
 90
 "Smart Buy" Wine Spectator March 2018

 2016
 92
 "Smart Buy" Wine Spectator June 2015

 2015
 95
 Bob Campbell MW 2016

 2015
 90
 "Smart Buy" Wine Spectator May 2016

 2015
 90
 The Tasting Panel Magazine April 2016



# Astrolabe Province Marlborough Pinot Noir

AVA: Marlborough, Upper Brancott Valley, Kekerengu Coast, Lower Waihopi & Wairau Valley

First Vintage: 2003

Alc:13.5%

The Province Pinot Noir was hand-picked, cold soaked and then fermented in small opentop vats. Traditional submerging of the 'cap' by hand-plunging was followed by a light pressing and then aged in French oak for 10 months. Full-bodied with round, mouth-filling flavors of plum and dark cherry. The oak integrates nicely with the fruit and combines well with the silky tannin structure.

VINTAGE	POINTS	AWARD
2015	92	Wine Spectator June 2018
2015	93	The Tasting Panel Magazine June 2017
2015	92	Bob Campbell July 2017
2015	91	James Suckling March 2017
2014	92	Wine Spectator October 2016
2014	92	The Tasting Panel Magazine April 2016
2014	90	Wine Enthusiast July 2016



## Astrolabe Province Marlborough Pinot Gris

AVA: Marlborough, Wairau Valley, Awatere Valley & Kekerengu Coast

First Vintage: 2003

Alc:13%

The Province Pinot Gris is made with only the highest quality of free-run juice from whole cluster pressed, hand-picked bunches. The juice was fermented at a low temperature with grape solids retained, to impart a rounder texture. A bouquet of white-fleshed stonefruit and fresh pear. On the palate there is a delicacy of structure, finishing crisp and dry.

SHARE A SPLA wine





# Astrolabe Vineyards Wrekin Vineyard Chenin Blanc

AVA: Marlborough, Southern Valleys

First Vintage: 2011

Alc: 13.5%

Wines in the Astrolabe 'Vineyards' range demonstrate Simon's innovative treatment of specific parcels of fruit and his willingness to challenge the 'everyday' winemaking process. The Chenin was sourced from Jan and Andrew John's Wrekin vineyard, hand-picked, whole cluster pressed and fermented in stainless steel and older barrels. The delicate fruit handling has given the wine a racy and crisp structure.

VINTAGE	POINTS	AWARD
2014	89	Wine Spectator 2016
2013	90	Wine Spectator September 2015

# Astrolabe Vineyards Taihoa Vineyard Sauvignon Blanc

AVA: Marlborough, Kekerengu Coast

First Vintage: 2009

Alc: 14.5%

rolabe

Astrolabe

Wrekin Vineyard

CHENIN BLANC

Sourced from the Trolove Family Vineyard at Taihoa Farm, on the Kekerengu Coast. The Taihoa Sauvignon was hand-picked, whole cluster pressed and only the cuveé juice retained for fermentation in older barrels. Wild yeast fermentation on light grape solids and lees stirring adds texture and interesting complexity on the nose. The delicate fruit handling has given the wine a racy and crisp structure.







# Astrolabe Valleys Kekerengu Coast Sauvignon Blanc

AVA: Marlborough, Kekerengu Coast

First Vintage: 2006

Alc: 13%

The Astrolabe 'Valleys' wines are wines that provide focus and clarity on Marlborough's fast-emerging subregions. Regional-specific, these wines highlight the attributes of individual sites and districts and their ensuing characteristics in the finished wines. The Kekerengu Sauvignon was stainless steel fermented with neutral yeast strains to allow the powerful fruit flavors to dominate. A small portion of hand-picked high solids and wild barrel ferment wine was blended in to add subtle texture and complexity.



Wine Spectator May 2016

## Astrolabe Valleys Awatere Valley Sauvignon Blanc

AVA: Marlborough, Awatere Valley

First Vintage: 2005

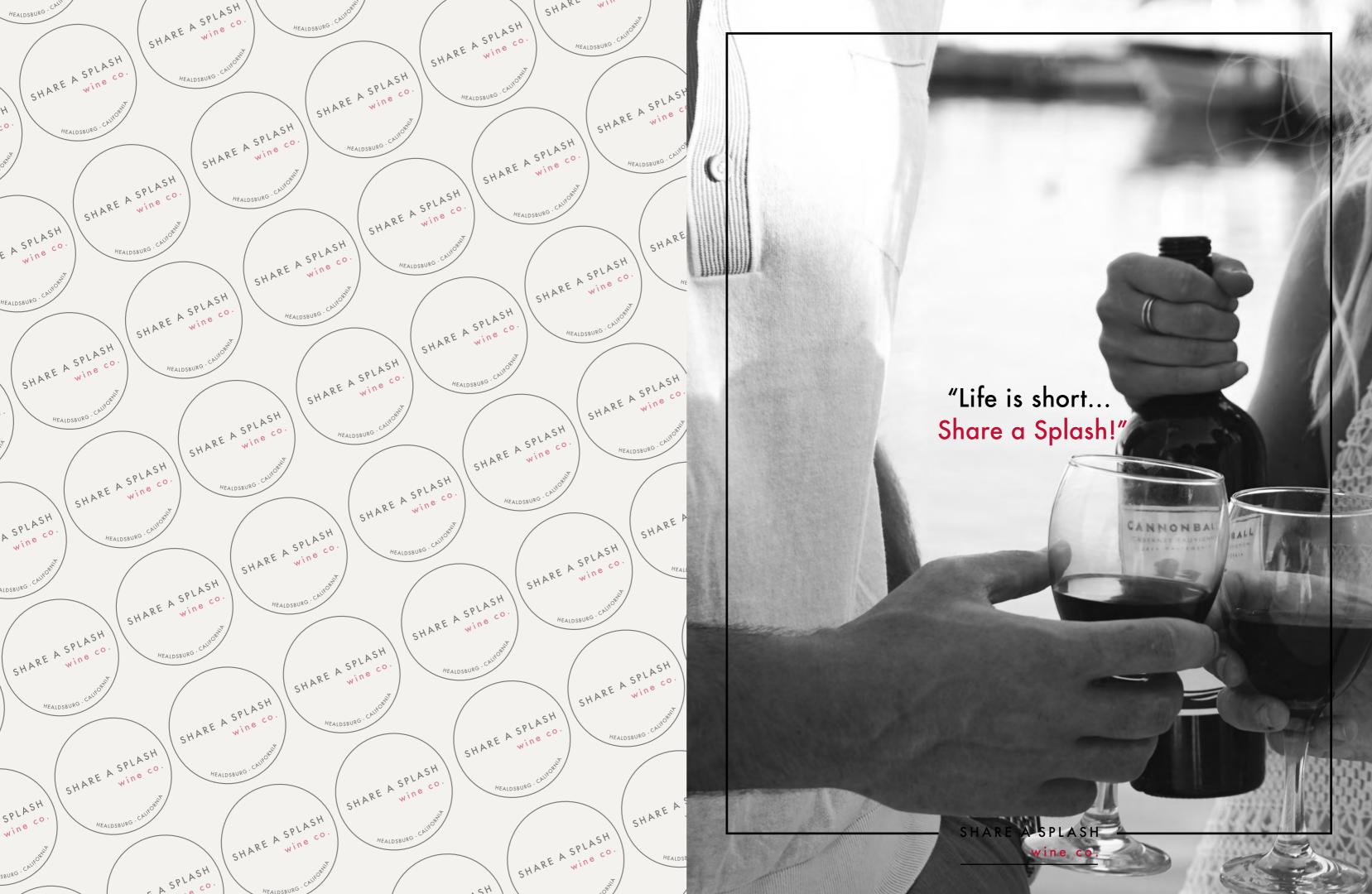
Als: 13.5%

The Awatere Valley Sauvignon is stainless steel fermented with neutral yeast strains to allow the powerful fruit flavors to dominate. Medium-bodied with white currants and preserved lemon, fresh herbs and a dry, savory, weighty finish.

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VINTAGE	POINTS	AWARD
2017	90	Wine Spectator June 2018
2016	90	Robert Parker, The Wine Advocate December 2016
2016	92	Wine Spectator June 2017
2015	95	Decanter 2016
2014	90	Robert Parker, The Wine Advocate December 2014











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