CANNONBALL

HEALDSBURG, CALIFORNIA

CANNONBALL UNVEILS NEW PACKAGING

The brand, synonymous with California, releases its 2018 Cabernet Sauvignon in a new pack

FOR IMMEDIATE RELEASE

Healdsburg, CA – October 22 Cannonball has unveiled new packaging with the 2018 vintage, beginning with its standard bearer, Cabernet Sauvignon, shipping from the winery beginning October 21. The new packaging keeps the original design, created by renowned California graphic designer Michael Schwab in place, but gives it an update for the new decade.

The brand has made its mark with consumers and trade, founded by Yoav Gilat in 2006 with a singular vision - to create the best sub $20 California Cabernet available - he delivered a juicy, berry-laced, sunshine-filled red that drinks like a Cabernet well above its $15.99 SRP. The brand shows continuous growth, +37% by volume in the past 52 weeks *(IRI, 8/23/20)*. The line has grown to include 4 varieties: Sauvignon Blanc, Chardonnay, Merlot and Cabernet Sauvignon, all with the California appellation and all line priced at $15.99 SRP.

The packaging refresh celebrates the 15th vintage of Cannonball and gives it range to continue to evolve in the minds of consumers and trade. Working with global design firm Denomination, the goal was to focus on fine tuning the label's secondary elements - small things that actually make a big difference to the look and feel of a wine label. The change in font and kerning creates added refinement, a textural element gives dimension in the form of embossing on certain elements, including the freewheeling boy tucked into a cannonball dive as he falls into the waves of the Pacific Ocean below.

SHARE A SPLASH wine co. is known for its irreverent, fun-loving brands, encouraging drinkers to share a splash with every sip. Cannonball makes that as easy as possible by bottling the entire line under screw cap and offering the range in a wide array of bottle sizes, from 375ml all the way through a 15L Nebuchadnezzar.

"In many ways this is a perfect time for us to reinvigorate the look and feel of Cannonball" noted Yoav Gilat, Founder SHARE A SPLASH wine co., "It takes us back to our roots; delivering classic varietals from our home base in Healdsburg, California, through wines that are built to connect people, to be shared experiences that enrich our lives and allow us to enjoy ourselves."

The parallels of beginning the company just before the Great Recession, and refreshing the original brand's packaging during a pandemic, as well as under the threat of wildfires that continue unabated in California are not lost on Gilat. "Despite the very real challenges in California and our country, I see hope everywhere, from the incredible bravery of firefighters and front-line workers, to the restauranteurs fighting for survival while serving their communities, to the generosity of the wine community we are proud to be a part of." SHARE A SPLASH wine co. has worked with various charities to give back, including José Andrés' World Central Kitchen and just concluded a wildfire relief campaign benefiting Corazón Healdsburg.

Images:
Cannonball Cabernet Sauvignon Bottle Shot CS/bottleshot
Cannonball New Packaging Full Line Up dropbox.com/lineup
More images:shareasplash.com/wine_asset/cannonball-refresh
More information: drinkcannonball.com

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, ELEVEN by 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 30 international markets and on a mission to "*Share a Splash*" with every glass! For more information, please visit shareasplash.com.

Media Contact:
Danna Shapiro
danna@dannashapiro.com
917.309.1253

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