

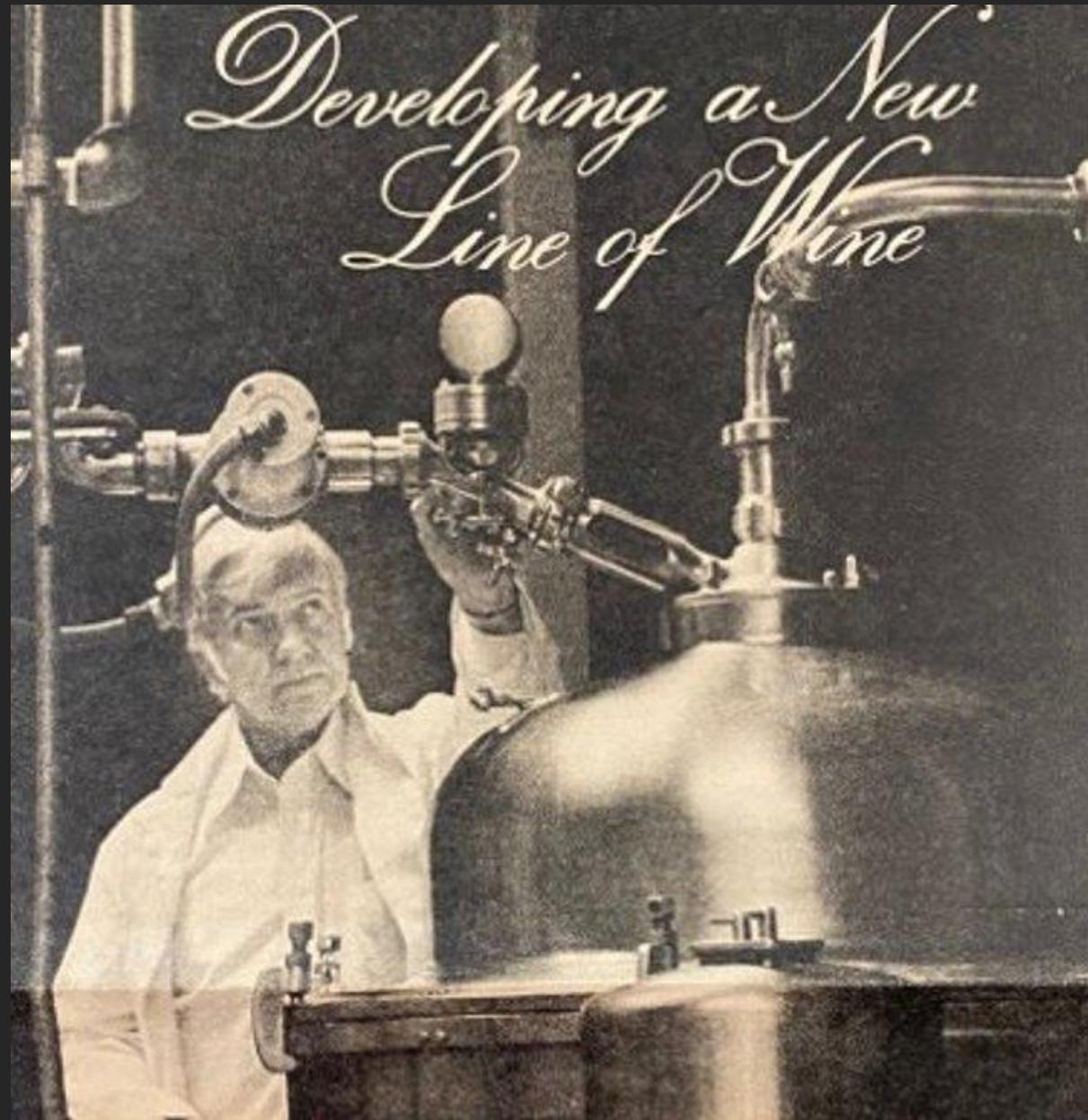
 BIANCHI





## *Bianchi Family History*

In 1906, Carmelo Bianchi arrived on America's shores from Italy. Despite Prohibition, Carmelo sold homemade jug wines he made with the help of his eldest son, Joseph. Joe's brothers Bill and Ray would run the deliveries in baskets tied to the handlebars of their bikes. Joe became a Chemical Engineer by trade and a true innovator by heart. The Bianchi family legally entered the wine business in 1974 with the purchase of a winery on the banks of the San Joaquin River. Joe tirelessly brought new ideas to the market as well as innovative winemaking practices.



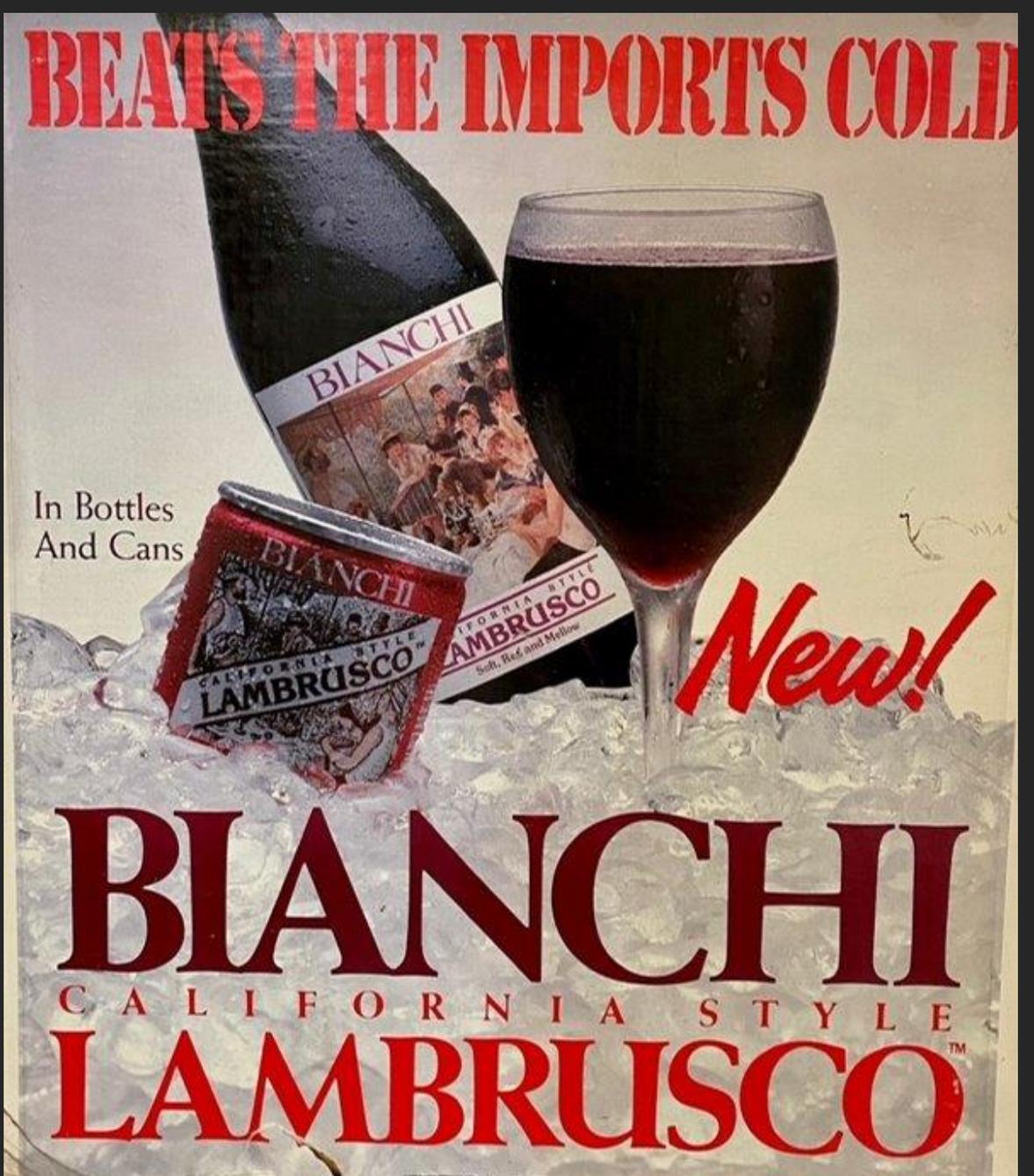
INTRODUCING  
**RED LITE**



"COOL IT WITH RED LITE"

**BEATS THE IMPORTS COLD**

In Bottles  
And Cans



*New!*

**BIANCHI**  
CALIFORNIA STYLE  
**LAMBRUSCO**

# THE WINE THAT'S GOING PLACES



## CANTEENS FROM VILLA BIANCHI



## *Beau Bianchi*

As years passed and Glenn assumed more responsibility, the focus shifted to producing premium wines. When he discovered Paso Robles in the mid 1990's, he wasted no time putting down roots.

Glenn and his son, Beau, acquired 40 acres of vineyard property and chose a sublime spot for the tasting room to celebrate the commanding westward view. Floor-to-ceiling windows frame this breathtaking vista and the serene waterfall-fed koi lake. The Tasting Room is an architectural joy, with an inviting fireplace, contemporary lighting, rustic stonework, and modern wood beams. It provides a frame for the Bianchi family vision and a way to share it with the thousands of guest who visit each year.

Today, Beau is at the helm with a strong supportive team, carrying on the family tradition of making exceptional quality wines.



## Meet the Winemaker

# *Todd Weiher*

Todd has had his hands in every vintage of Bianchi Wines since 2008. His passion for the art and science of winemaking is displayed in every bottle. Todd takes pride in being able to track and control variables with diligence, taking his craft to the next level with a dirt up approach to winemaking, focusing on the quality of the fruit.

“One might assume that the process of winemaking should be simple, but not all grapes are created equal,” Todd said, “with that in mind finding the highest quality fruit is half the battle as good wine comes from quality grapes, and that’s my focus. We work with some of the best growers from the best viticulture areas on the Central Coast. Focusing on picking at the exact right time, gives the grape the balance and complexity needed to make premium wine. I am a minimalist when it comes to my winemaking style, and I genuinely love acidity in wine. Anytime I am tasting wine it is always my focus. That is my thing, acid, and there is no better place than Paso Robles. Bianchi resides in the Geneseo District, which benefits from the cool evening breeze from the Templeton Gap. The warm days give us very ripe fruit while the cool evenings allow the acid to develop. I hope to continue the Bianchi Family legacy in making premium wines, while creating my own as one of the top winemakers in the Central Coast.”



## *Paso Robles Tasting Room*

For Bianchi visitors, the sweeping vineyard, coastal mountain views, and a serene koi filled lake coupled with inspired wines offer a fulfilling wine country experience.

The welcoming tasting room is an architectural feast for senses. It blends modern elements with earthen materials such as wood, stone and metal. Whether enjoying our wines inside or outside, guests enjoy our relaxed, un-hurried nature.





## *Vineyard House*

In the heart of our 40-acre estate you will find our 3-bedroom home, nestled between our Winery and Tasting room. Nothing better than sitting on the front porch at sunset overlooking our koi pond and sweeping vineyards while enjoying one of your favorite wines. Just in case you forgot, your favorite wine is BIANCHI.



# FUTURE ACCOMODATIONS | BIANCHI WINERY PROJECT



*Anticipated in late 2024!*



## *Laguna Beach Tasting Room*

Our gorgeous property at Laguna Beach, now home to our charming new tasting room, is a true testament to dreams coming to fruition. The Bianchi family has made this beautiful beach city community their home for the last several decades and are elated to invite you all to enjoy this amazing wine destination. Bianchi Laguna Beach Tasting Room offers an opulent, intimate tasting experience featuring ocean views and outstanding wines.



## *Sustainability*

Bianchi Winery and its vineyard partners all use some form of sustainable practices on their estates. The owl boxes in the vineyards at Bianchi take care of pests that might otherwise damage the vines, while providing shelter and food for a native predator.

## *Hand Harvested*

All the grapes that go into Bianchi Wines are harvested carefully by hand each year when the winemaker determines the time is right for each varietal.

## *Vegan Friendly*

All Bianchi Signature Selection wines (with exception of our California Sparkling wine) are considered vegan wines—no animal products are used in the production of these wines.



## *Signature Selection*

Our Signature Selection wines are our flagship wines created for the Broad Market. They are all locally grown throughout the Central Coast of California, hand harvested, sustainably farmed, and most come out of single vineyards. Many of our wines are vegan friendly, and all are deliciously approachable for both the new wine drinker and the experienced connoisseur.



*Label Refresh*  
2023





## *Red Wines*

Paso Robles is California's fastest growing AVA. Since 2000, the number of wineries has grown from 50 to well over 300. The growth has come from small, family owned producers. To many in the industry, it is still considered to be the wild west of California wine, driven by innovative, rule-breaking spirit!

We grow nearly all of our red wines in Paso Robles, with the exception of our Pinot Noir. On our 40-acre estate we grow our own Cabernet Sauvignon, Merlot and Zinfandel. We also purchase grapes from some of the most respected growers in Paso Robles. In addition to our estate grown wines, we also produce a Petite Sirah and Pinot Noir, as well as a few rotating blends each year.

## White Wines

We are in love with Paso Robles!  
We stay within its boundaries whenever possible.  
However, we find that neighboring vineyards in slightly cooler areas have the preferred terroir for the most enjoyable white wine varietals. So, we partner with exceptional vineyards to grow fruit for our white wine collection.

Currently, we produce a single vineyard Chardonnay from Santa Barbara County, a beautiful Pinot Grigio from Edna Valley and a Sauvignon Blanc and Rose, both from vineyards throughout the Central Coast.



## *All Available Broad Market Wines*

NV Bianchi Signature Selection California Sparkling Wine

2022 Bianchi Signature Selection Central Coast Pinot Grigio

2022 Bianchi Signature Selection Central Coast Sauvignon Blanc  
*Also available in KEGS!*

2021 Bianchi Signature Selection Santa Barbara Chardonnay  
*93 PTS - Beverage Testing Institute*

2021 Bianchi Signature Selection Paso Robles Rose

2021 Bianchi Signature Selection Santa Barbara Pinot Noir  
*92 PTS - Beverage Testing Institute*

2019 Bianchi Signature Selection Paso Robles Merlot  
*100% Estate Grown*

2021 Bianchi Signature Selection Paso Robles Zinfandel

2018 Bianchi Signature Selection Paso Robles Cabernet Sauvignon  
*90 PTS - Vinous*  
*90 PTS - Wine Enthusiast*

2019 Bianchi Signature Selection Paso Robles Petite Sirah





## *Reserve Label*

Our proprietor's Reserve is the latest and greatest addition to the Bianchi Family. This is the best the Central Coast has to offer; we use only the highest quality blocks from our estate and only deal with top growers throughout the Central Coast. We strive to pick at exactly the right time to ensure perfect ripeness, balance and complexity. This wine is carefully nurtured from grape to bottle, and is aged in all New, top tier Francois Frere oak barrels.

*(Currently, our Reserve wines are only available in Bianchi Tasting Rooms)*



## *Shadow Ridge*

Shadow Ridge wines are harvested with care from attentive and well-renowned growers in sunny California wine country and vinified with love by winemaker Todd Weiher at Bianchi Winery in Paso Robles. Each year, the perfect blend is chosen for these bright, flavorful and pleasantly approachable wines with excellent value.



## *Emerald Glen*

Made right here in California, both Emerald Glen Chablis and Burgundy are well-balanced, medium bodied, dry wines expertly crafted to suit any desired purpose. Emerald Glen is packaged in a neat 18L bag-in-box design that saves you space, time, and money. Using boxed wine in the kitchen or otherwise immensely reduces waste and creates lasting freshness. Our excellent price per volume value\* allows your customers to easily increase profit in your bar or restaurant. Priced only at \$0.08/oz, this is the most financially savvy ingredient in your account's kitchen, sangria, or glass!



## Private Label

Bring your branding to the next level with Bianchi's Private Label Program! Design your own creative wine label and sell your very own wine on site at your business. Sell by the glass, by the bottle, or give away souvenir bottles to visiting clients to make a lasting, memorable impression.

Bianchi Winery offers an easy way for distributors to offer private labels to their customers. Currently, we offer a California Chardonnay, Cabernet Sauvignon and Sparkling wine in 750mL 12 packs.

Commitments are far less volume than the competition, and we store inventory so distributors don't have to





## *Ivy Lee - Coming soon!*

The Ivy Lee wines are part of an elevated barrel program that uses all new premium French oak barrels from the heart of Burgundy. These *Francois Frere* barrels are highly regarded all over the world for being precisely and expertly made, using only the finest oak.

We also select specific single vineyards each year for certain varietal characteristics and work closely with conscientious, hands-on vineyard managers who enjoy keeping a watchful eye on their vines.

Ivy Lee was curated out of generations of experience and experimentation, innovation, passion and just plain old "know-how". Ivy is my daughter. She is full of light and love, with a bright sense of humor and unshakable character. If the Wine Spectator were to rate her as a person, she would be a 100 PT young lady. We strive for the same score for her namesake wines.



*"The exceptional wines of Bianchi are the product of great estate and select Central Coast vineyards, artisan winemaking, and our family's dedication to producing premium wines."*

*- Glenn Bianchi*