

SINCE 1876

**BERINGER**

TRADEMARK OF **BROS.** CALIFORNIA, USA.

**BOURBON BARREL AGED WINES**

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ABOUT US





**B**

*Beringer stands as an icon of Napa Valley winemaking. For 150 years, it has been the region's longest, continuously operating winery. It survived Prohibition. And it continues to excite the world with extraordinary wine.*

*Our founders, Jacob and Frederick Beringer, fueled by a pioneering spirit, saw possibilities in the Napa Valley where others didn't. Their foresight allowed Beringer its early success and their ambition carries it on into a new era.*



JACOB & FREDERICK BERINGER

## THE BROTHERS

In 1868, Jacob Beringer, enticed by the opportunities of the new world, sailed from his home in Mainz, Germany to New York to chase the American Dream. However, rumors of rocky, hillside soil and fertile valley floors in Napa, similar to that of his hometown in Germany, convinced Jacob to make his way to California. He and his brother Frederick purchased 215 acres of land in 1875 for \$14,500, and with daring and optimism, established one of the first wineries in Napa Valley.

## MARK BERINGER

Mark Beringer was born in the heart of Napa Valley. From a young age, his life seemed destined to follow in the footsteps of his forefathers. He worked at his family's wine store as a youth, graduated with an Enology degree, and over the course of his adult life, mastered winemaking in esteemed wineries across Napa. In 2015, Mark came "home" to Beringer Vineyards. In the tradition of his great-great-grandfather, Jacob Beringer, Mark joined as Chief Winemaker, bridging together the present and the past.



5TH GENERATION WINEMAKER

# HISTORY 1869-1940

Jacob Beringer arrives in California and becomes Cellar Foreman for Charles Krug, one of the first commercial winemakers in Napa Valley. Krug's business was right next to the property that would become Beringer winery.



The Beringer Brothers oversee their first harvest and their first crush. With Jacob serving as Winemaker and Frederick as inancier, the brothers made approximately 40,000 gallons of wine, or 18,000 cases that first year.

To make room for what is now known as the Rhine House, Frederick Beringer has Jacob's residence, the Hudson House, moved, literally, using horses and logs to transfer it 200 feet north.

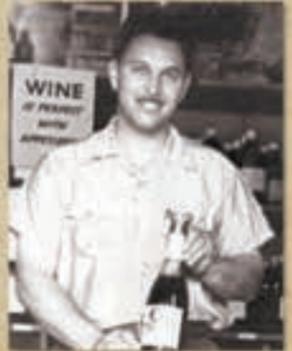


Frederick Beringer passes away, leaving Jacob Beringer sole proprietor of the Beringer winery.



The winery continues to operate through Prohibition under a federal license that allows wine to be made for religious purposes, so Beringer could sell sacramental wine to churches.

During the Golden Gate Exposition on Treasure Island in San Francisco, Winemaker Fred Abruzzini distributes flyers and maps showing "the main highways to Beringer Bros. Winery and other interesting points..." further establishing Napa Valley as a tourist destination.



1869

1876

1883

1901

1920-1922

1839

1875

1877

1885

1915

1934

1940

Jacob and his brother Frederick purchase 215 acres in St. Helena for \$14,500. This parcel of land, known first as Los Hermanos (The Brothers), will become the heart of the Beringer estate.



The first two floors of Old Stone Winery are completed, and Chinese workers begin digging 1,200 linear feet of caves where the wine will be aged and stored.

The brothers plant rows of Elm trees that now form a verdant tunnel along Main Street, which runs in front of the winery in St. Helena.



Jacob Beringer passes away, and the winery comes under the care of Charles and Bertha Beringer, two of Jacob's children.



Prohibition is repealed and Beringer becomes the first winery to offer public tours, sparking wine tourism in Napa Valley.

Hollywood stars, like Carole Lombard and Clark Gable, visit the winery, and Beringer sells 40,000 cases of wine a year throughout the decade, which was a respectable figure for the time.

# HISTORY 1967-2018

The 91-year-old Beringer Winery is named a State Historical Landmark.



The Rhine House is listed on the National Register of Historic Places.



Ed Straglia is promoted to Winemaker, becoming only the sixth person to hold the position in Beringer's history.

*Wine Spectator* names the Beringer 1994 Chardonnay #1 Wine of the Year. Not only is it the first time a white wine has garnered this coveted award, but Beringer now has the distinction of being the first and only winery to have both a white and a red wine named #1 Wine of the Year.

Beringer celebrates its 125th anniversary, making it the oldest continuously operating winery in Napa Valley.



Jacob Beringer's great, great grandson, Mark Beringer, comes "home" to Beringer as our Chief Winemaker. Laurie Hook transitions to Winemaker Emeritus.

1967

1971

1972

1976

1984

1990

1996

2000

2001

2012

2015

2018



Myron Nightingale joins Beringer as just the fifth winemaker in the winery's nearly 100-year history. He developed a special French Sauterne style wine called, aptly, Nightingale, which is still made and bottled at the winery today.



Ed Straglia joins Beringer as Myron Nightingale's assistant. Together they launch the Private Reserve designation using selected Cabernet and Chardonnay grapes, fermenting them in French oak barrels.

*Wine Spectator* names the Beringer 1986 Cabernet Sauvignon #1 Wine of the Year.



Laurie Hook is promoted to Winemaker of Beringer Vineyards. Ed Straglia stays on as Winemaker Emeritus.



Beringer expands into Central Coast; *Wine Spectator* names the Beringer 2009 Knights Valley Reserve the #1 Wine of the Year.



Beringer Brothers Bourbon Barrel Aged Wine is released, harkening back to the brothers' old methods of wine-aging in whiskey and bourbon barrels.

**A BOLD, NEW WINE**

*Beringer Bros. Bourbon Barrel Aged wine is a bold, new wine produced by Mark Beringer. Honoring the pioneering spirit, Beringer Bros. is uniquely aged in bourbon barrels, adding intense flavor, character and warmth.*





OUR BRAND





# **VISION & AMBITION**

*To be a bold collection of pioneering  
new wines that act with the spirit of  
a Frontier whiskey.*

*To encourage others to create their  
pioneering legacy.*

## POSITIONING STRATEGY



### **BORN OUT OF A SPIRIT OF AMERICAN OPTIMISM**

Jacob and Frederick Beringer's unshakable foresight, ambition, and belief fueled their success, leading the brand through the Prohibition and securing its historical significance and provenance. To this day, the Beringer brand is rooted in the spirit of American optimism—the resounding belief that through hard work and dedication, anything is possible.

Today, Beringer Bros. Wine testifies to the brothers' enduring frontier spirit. This new collection of pioneering wines carries on their legacy, acting with the spirit of a frontier whiskey.

...pti venenatis.  
...massa in sem  
...icula sed dui.

# THE BERINGER BROTHERS

Vivamus id suscipi veneratis.  
Praesent et massa in sem  
pretium vehicula sed dui.

Nº 73

TUESDAY, SEPTEMBER 29, 1985

PRICE 5 CENTS

**Address**  
...il amet, sec  
...etur ante  
...niscing eli:  
...quimby

# LONG LIVE THE BOLD

## BRAND POSITIONING

In an age of uncertainty, it's never been more necessary to take it upon ourselves to determine our future. Through fortitude, ingenuity, and a can-do attitude, we can bring a better vision of tomorrow to fruition. We salute the pioneers — the Beringer brothers in all of us — who refuse to settle or stand still, boldly defying conventions to bring their idea to life. Where others might chase short term gain, we see an opportunity to build an enduring legacy. Beringer Bros. Bourbon Barrel Aged Wine is committed to become a master of our own destiny. We invite you to be your own.



...neta a ante  
...ncibus orci  
Please contact the USA brand team for pricing info.

◆ OUR BRAND ◆ SOME



**BRAND PLATFORM**



**BOLDNESS BECKONS**

*Inspired by the pioneering spirit of  
Jacob & Frederick, our wines possess  
a bold flavor profile indicative of  
the spirit of the frontier as well as  
the bold attitude of the time.*

*This action inspires those in search  
of a new frontier line, beckoning the  
brave to create their own destiny.*



**VOICE & TONE**



**PIONEERING**



We overcame the frontiers armed with optimism.  
And it's how we speak to the world.



**BOLD**



We're a little rugged from the road. You'll hear it in our tone,  
but it'll never be in a brash way.



**AUTHENTIC**



We don't need to oversell ourselves. Our legacy runs deep,  
so we let it ground our speech.

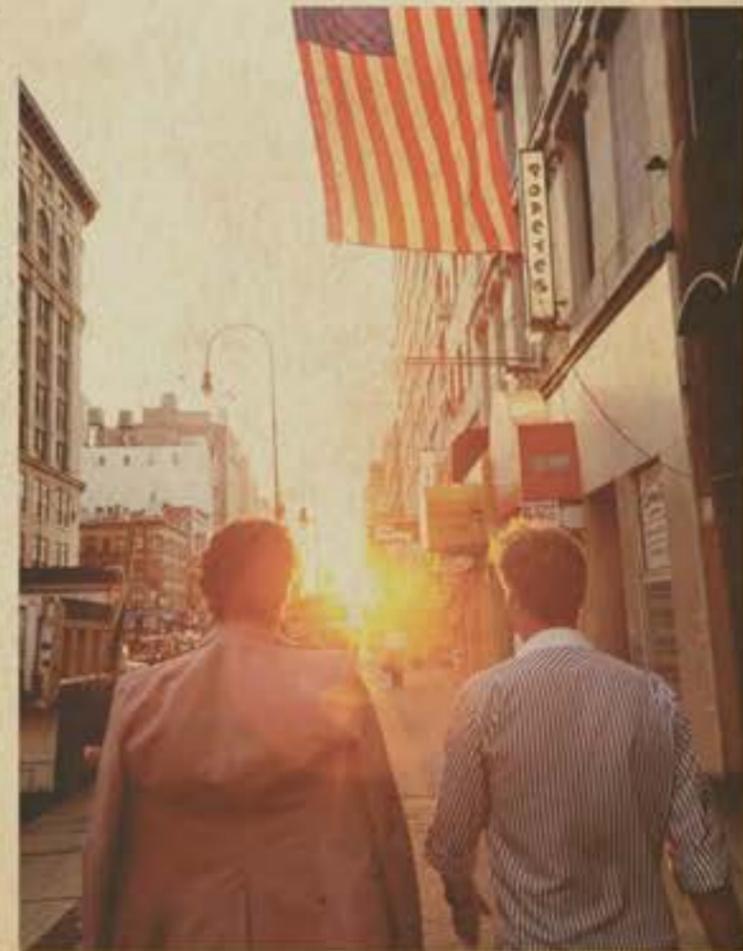


**STRAIGHTFORWARD**



As pioneers, we're more about the work, less about the talking.  
We cut straight to the point.

**LOOK & FEEL**



# CONSUMER INSIGHTS

## PRIMARY TARGET: "THE CONNOISSEUR"

35+ Male/female wine consumers

- Core wine consumer, but also regularly imbibes other beverage alcohol categories
- Wine-savvy, but not snobby
- Younger and more trend/status focused
- Regard themselves as connoisseurs of food and wine, and influential among their peers
- Seeking "badging opportunities" with their wine purchase
- Involved in the "brown spirits" category
- Learning about and collecting whiskeys and bourbons

## OCCASION

Relaxing at home alone, or couple relaxing at home over dinner

## SECONDARY TARGET: "QUALITY ROUTINIST"

### CONSUMER INSIGHT

I'm always learning about new things that I can share with my friends.

### CULTURAL INSIGHT

Self-determination hasn't been more relevant than since the American Frontier.





**PRODUCT & PACKAGING**



## PRODUCT LINE

*Our Beringer Bros. Bourbon Barrel Aged line has three bold varietals: Chardonnay, Red blend, and Cabernet Sauvignon.*

*Each are sourced exclusively from California appellations.*



### CHARDONNAY

Aged 60 days in American Oak Bourbon barrels, this bold and unruly Chardonnay shows flavors of baked Golden apples, toasted almonds, and a buttery finish.



### RED WINE BLEND

Aged 60 days in American Oak Bourbon barrels, this bold red wine blend has flavors of black cherry, toasted coconut and dark caramel, with a smoky finish.



### CABERNET SAUVIGNON

Aged 60 days in American Oak Bourbon barrels, this Cabernet Sauvignon blends bold flavors of black cherry, toffee, dark chocolate and roasted hazelnuts.

## BARRELS



Shipped to California from Kentucky, we take used bourbon barrels and age our Beringer Bros. wines for 60 days. Infused with the flavors of the spirit, these charred American Oak Bourbon barrels impart smoke, spice, caramel, roasted nuts and vanilla into our wines.

## BOTTLE & WAX SEALS



### BOTTLE SHAPE

Our bottles are gently fashioned like whiskey bottles, to further embody whiskey's look and feel.



CHARDONNAY



RED BLEND



CABERNET SAUVIGNON

### WAX SEALS

A wax seal, emblazoned with the Beringer logo, is stamped at the mouth of the bottle.

## SHIPPERS

Jacob and Frederick Beringer, along with their winemaking crew, stand proudly on our shipper image. When displayed in-store, our shippers will make a bold visual statement with its vintage and adventurous look.





**VISUAL LANGUAGE**





**LOGO**

*The Beringer Bros. logo is emblematic of the bold, western spirit. It draws inspiration from old wine labels and typography found on Beringer's original stone walls.*

**SINCE 1876**  
**BERINGER**  
TRADEMARK OF **BROS.** CALIFORNIA, USA.  
**BOURBON BARREL AGED WINES**

#### **PRIMARY LOGO**

Preferred logo, use in most cases in relation to the Beringer Bros. brand

**SINCE 1876**  
**BERINGER**  
TRADEMARK OF **BROS.** CALIFORNIA, USA.  
**BOURBON BARREL AGED WINES**

#### **SINGLE COLOR LOGO**

Use over backgrounds with low contrast, when primary logo shadow is illegible

**SINCE 1876**  
**BERINGER**  
TRADEMARK OF **BROS.** CALIFORNIA, USA.  
**BOURBON BARREL AGED WINES**

#### **SMALL APPLICATION LOGO**

Use where dimensions in width are 0.75"- 1.5"

## LOGO USAGE



CLEAR SPACE

Here, we outline correct and incorrect uses of the Beringer Bros. logo, although it is not a comprehensive list. Always use approved electronic artwork and follow the usage guidelines in this document.

### DO

- Use the logo in a consistent manner across all mediums to establish and reinforce the Beringer Bros. brand
- Maintain the clear space around the logo at the height of the "Bourbon Barrel Aged Wines" text

### DO NOT

- Stretch or distort the logo
- Remove any part of the logo
- Place logo over a photo or complex backgrounds
- Change the proportions of the logo
- Recreate any part of the logo
- Change the spacing of any part of the logo
- Change the alignment of the lockup
- Show Beringer Bros. on its own



DO NOT



*The Double B Icon—with interlocking B's—nods to the Beringer brothers' legacy and is a major part of the overall Beringer visual DNA. The icon can be found on the label, wax seal, and shippers.*

*The aged paper background is used to add character and a 19th Century feel of the era.*

*The borders and frames are used as decorative elements to reflect the design style of the era and add brand personality.*



# TYPOGRAPHY

## DISPLAY FONT

### BROTHERS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## SUBTITLE FONT

### SCIENCE FAIR JNL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

## BODY COPY

Baskerville

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

The Beringer Bros. typography relies on bold, vintage expressions. In order to maintain a cohesive look across all communications, our typography system has been prioritized to the key typefaces on this page.

## DO

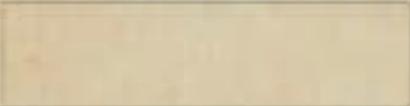
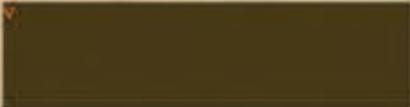
- Set fonts in primary brand colors
- Set headlines in all caps
- Follow use cases

## DO NOT

- Kern headlines below 75
- Use negative kerning
- Use leading below the lower case height
- Stretch or distort the fonts

## COLOR PALETTE

*Our primary color palette is made up of Rusty Red, Gold, and Cream. Dark Brown is used supportively in text.*

	PMS	CMYK	RGB	HEX
	PMS 485 U	00, 95, 100, 00	239, 49, 36	333123
	PMS 872 C	0, 25, 56, 51	133, 113, 77	85714d
	PMS 468 U	0, 8, 21, 12	224, 206, 170	e0ccaa
		42, 48, 74, 70	66, 54, 31	42361f

## HISTORICAL PHOTOGRAPHY

*From in-store displays to social media posts, we use photography from our archive to reinforce the Beringer Bros. legacy.*

*Examples of available assets include historical photos of the brothers and winery, which you can download from:*

*<https://www.tweassetlibrary.com/>*



# PRODUCT PHOTOGRAPHY

*These assets can be used throughout brand communications, including website, promos, and advertising.*

*Download product photography from: <https://www.tweassettlibrary.com/>*



CHARDONNAY



RED WINE BLEND



CABERNET SAUVIGNON

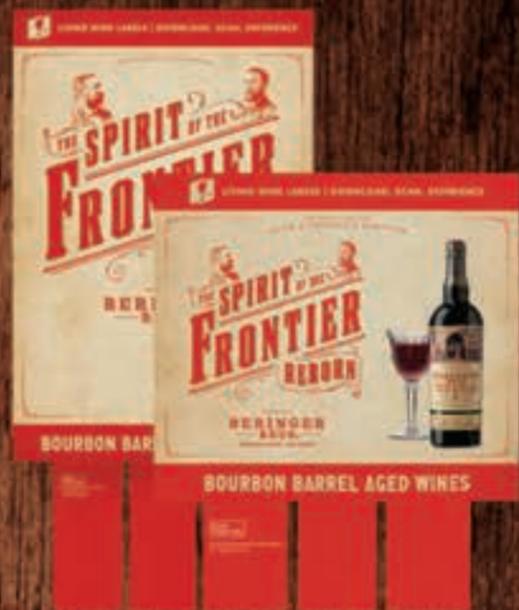


**BRAND ACTIVATION**



THE SPIRIT OF THE  
**FRONTIER**  
REBORN

The Beringer brothers chased down the frontiers, boldly going forward where others didn't. "Spirit of the Frontier Reborn" dually encapsulates the Beringers' legacy and captures the essence of the Beringer Bros. wine. Here's how we'll bring "Spirit of the Frontier Reborn" to life in-store.



CASE CARD & MINI CASE CARD



NECKER



SHELF TALKER



CASE STACK CARD



SHELF BLADE



STANDING BANNER



TASTING NOTE CARDS



FLOOR STICKER



CASE SLEEVE



Point-of-sale creative should leverage existing Beringer Bros. brand imagery for both launch and flow promotions. Use the Beringer Bros. logo and aged paper brand assets for all in-store activations.

**THANK YOU**