



# Bezel

By the Cakebread family

*Why the Central Coast and Why Now?*

Who?



## Family owned since 1973

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Celebrating 50 years  
of wine experience



## Long-standing Roots in Napa & Anderson Valleys

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17 estate vineyards,  
1,875 acres (~800 plantable)



## Unwavering Quality

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Blending technology and  
tradition in the vineyards  
and cellar



## Committed to Sustainability

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IWCA member, Napa Green &  
Fish Friendly Farming certified

# Bezel Winemaker Jane Dunkley

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- Australia native
- Based in Paso Robles
- 25 vintages across 4 countries (U.S., Italy, Portugal, Australia)
- Central Coast experience with Bridlewood, Bonny Doon, Edna Valley Vineyards
- Master of Wine candidate

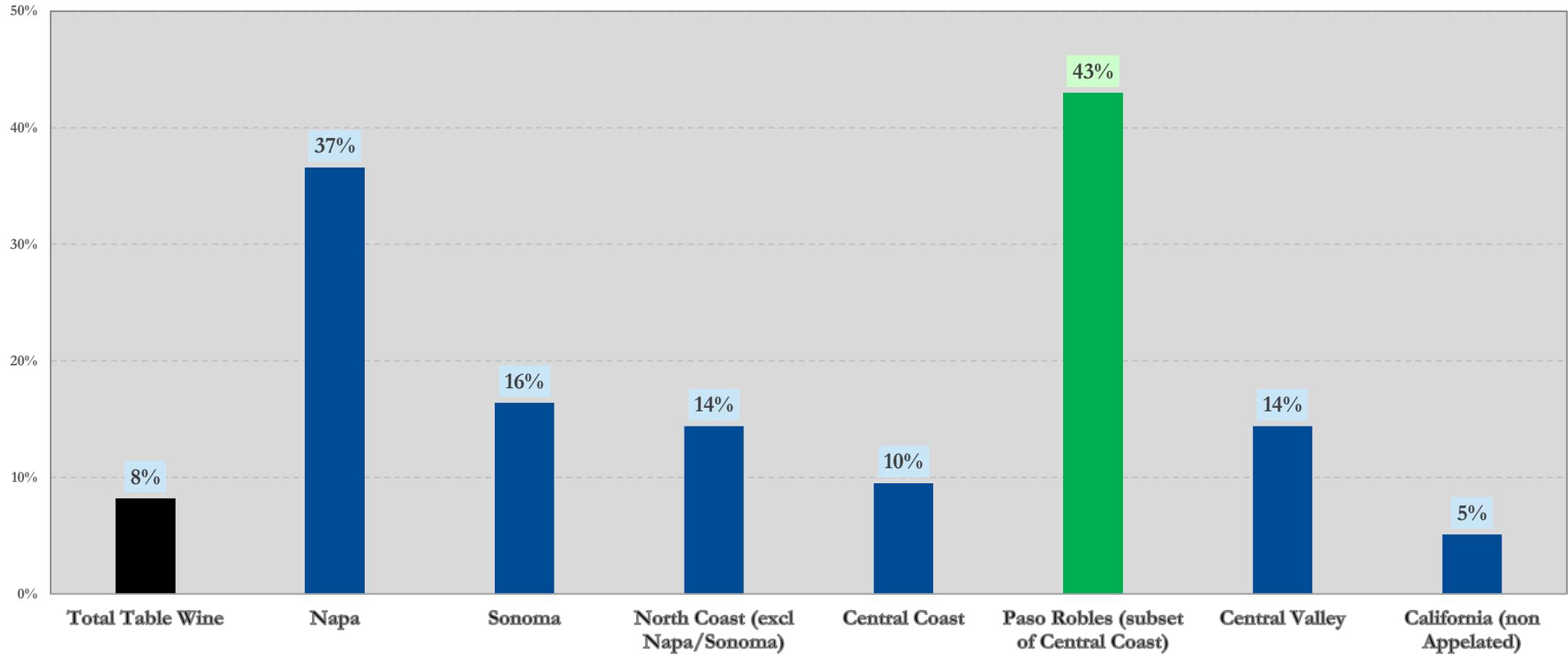


Why?

*“the romance”*

# Paso Robles Growth vs other AVAs

Bezel

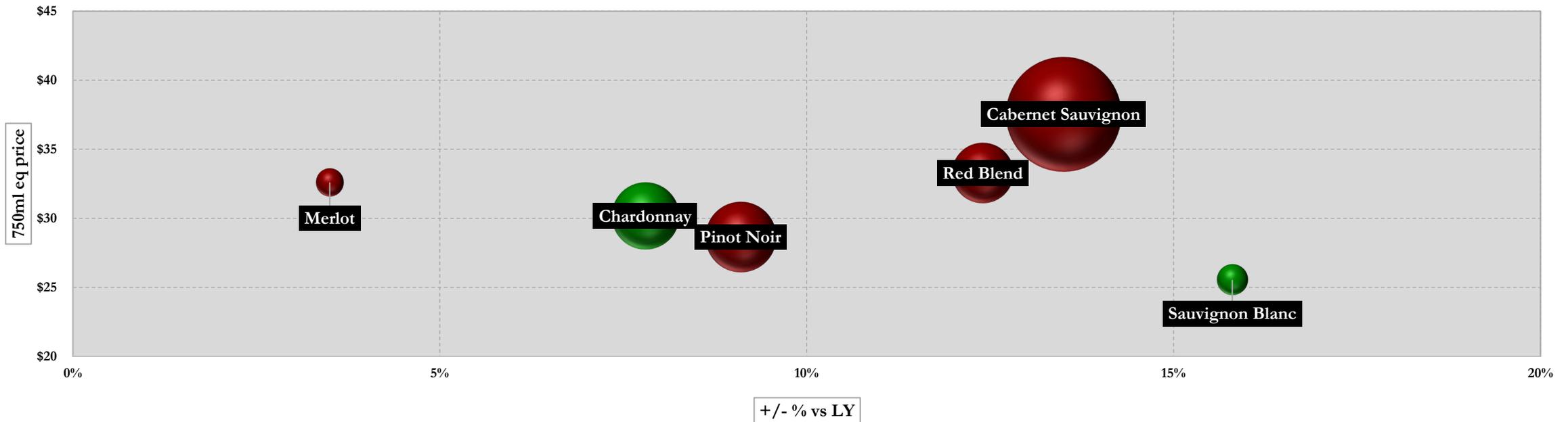


Source: Nielsen ending 2021 versus 2019

## Why Chardonnay, Pinot Noir & Cabernet?

- Top 3 varietals at \$20+; Strong growth & high price points
- Cakebread's long-standing reputation with these varietals
- Better to meet sales demand; Not as limited as with Cakebread Cellars Napa supply

### \$20+ Domestic Table Wine by Varietal



# Cakebread Family Portfolio

Bezel

<b>Brand</b>	<b>Cakebread Cellars</b>	<b>Mullan Road Cellars</b> From the Cakebread Family	<b>BEZEL</b> From the Cakebread Family
<b>Essence</b>	Always exceptional, always welcoming	Exploring new wine frontiers	<b>A glass as great as we are together</b>
<b>Target</b>	<ul style="list-style-type: none"> <li>• Core: Baby Boomers</li> <li>• Recruits: GenX</li> </ul>	<ul style="list-style-type: none"> <li>• Core: Baby Boomers</li> <li>• Recruits: GenX</li> </ul>	<b>Older Millennials/Younger GenX</b> (30-45 years old)
<b>Channel Focus</b>	On-Premise	On-Premise and Off-Premise Independents	<b>Off-Premise chains</b>
<b>Wine Style</b>	<ul style="list-style-type: none"> <li>• Refined, sophisticated</li> <li>• Bright, concentrated</li> <li>• Food friendly</li> </ul>	<ul style="list-style-type: none"> <li>• Classic, elegant</li> <li>• Structured</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Vibrant, fruit-forward</b></li> <li>• <b>Fresh (whites)</b></li> <li>• <b>Moderate tannins (reds)</b></li> </ul>
<b>Location/ AVA</b>	Napa Valley	Royal Slope, WA	<b>Other than Napa (West Coast focus)</b>

# Reaching New Consumers

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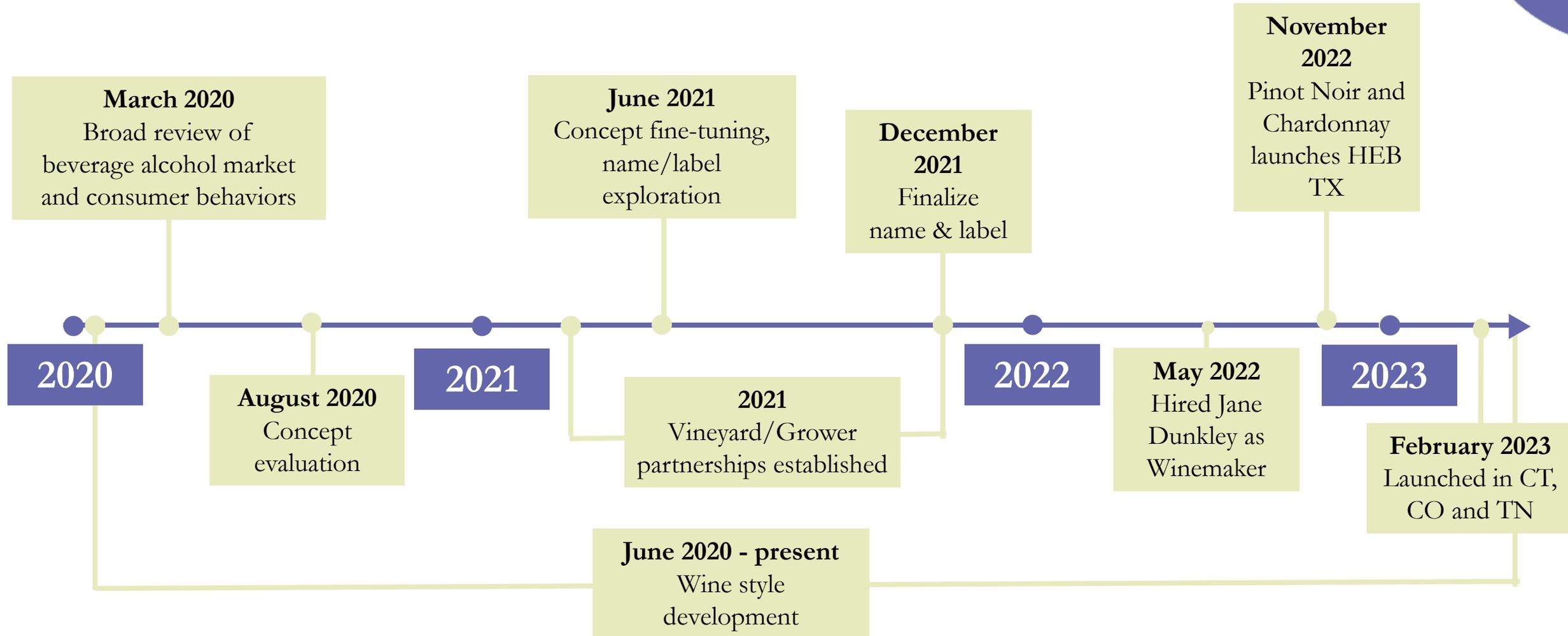
- Older Millennials/Younger GenX (30-45 years old)
- Seeking quality wines to enjoy more often,  
not save for major moments
- Favor brands reflecting their values  
(diversity & social responsibility)



When?

# A Project in the Making

Bezel



What??

# Introducing Bezel

From the Cakebread Family

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We believe everyday occasions deserve special wines.

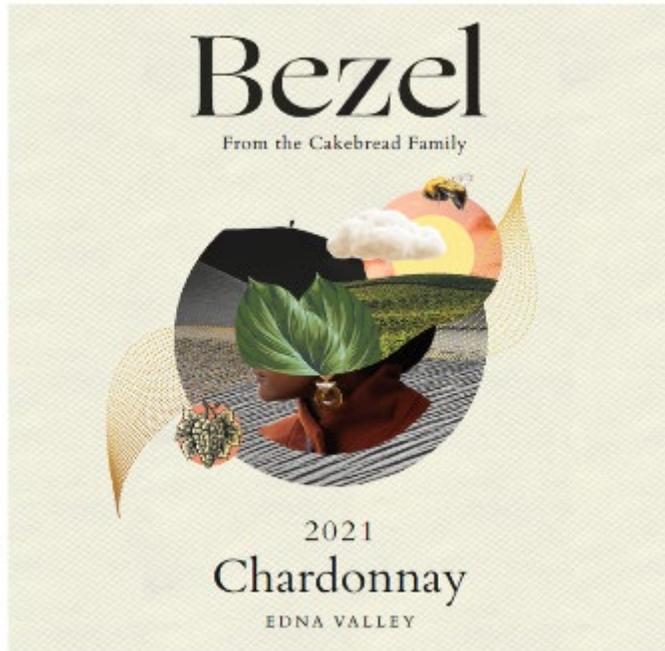
That's why we created Bezel wines ...

*a glass as great as the individuals who gather around the table to drink it.*

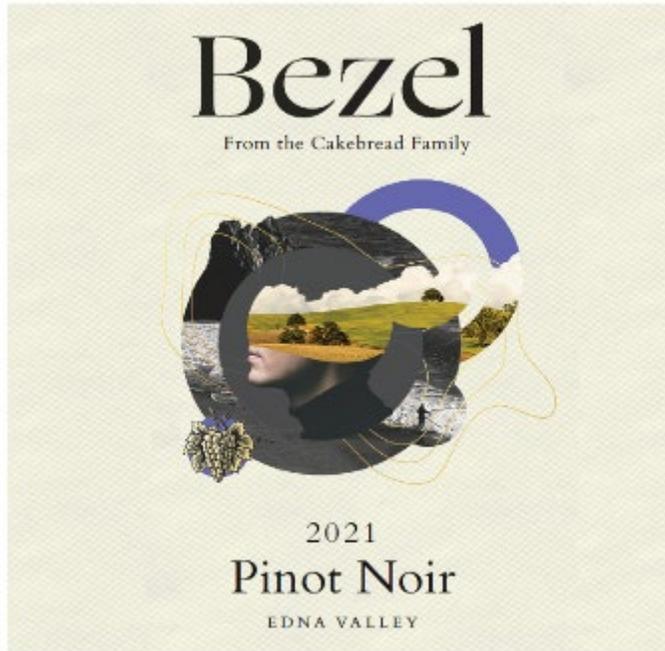


# The Wines

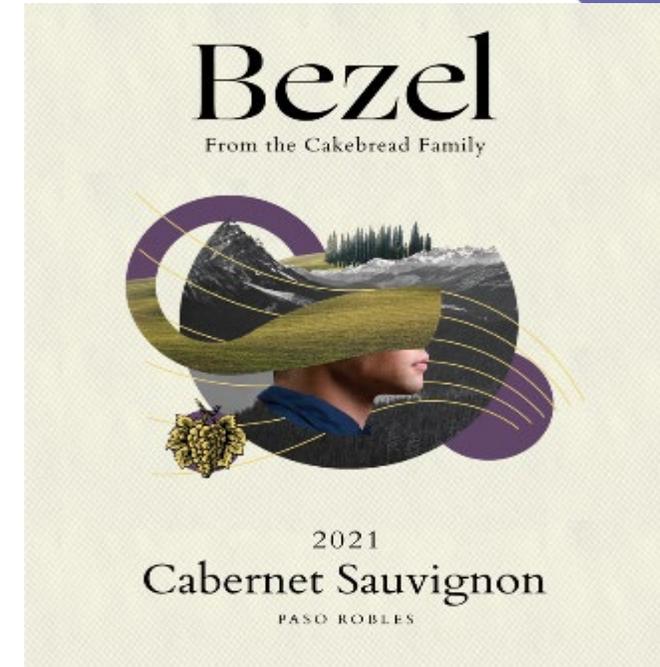
# Bezel



- ▶ Lemon zest, Granny Smith apple, fresh pear, vanilla spice
- ▶ 20% new French oak
- ▶ 14.1% alcohol



- ▶ Ripe plum, black cherry, raspberry, cedar, baking spice
- ▶ 20% new French oak
- ▶ 13.5% alcohol



- ▶ Wild blackberry, boysenberry jam, dark chocolate & bay leaf
- ▶ 20% new French oak
- ▶ 14.5% alcohol

Our wines are complex and vibrant.  
So are our labels.

Each label collage blends ...

- Black & white photographs by Jack Cakebread
- Silhouettes celebrating each person's unique qualities
- Vivid colors & images evoking the fresh, fruit-forward wine style – and the vibrant Central Coast vineyard scenery



2021  
Chardonnay  
EDNA VALLEY

# The Name

Bezel speaks to **craftmanship**.

With jewelry, a bezel is the grooved setting that holds a valuable gem or watch face in place.

With wine, Bezel symbolizes the 50 years of expertise and craftsmanship we bring to our new ventures in the Central Coast.



Where?



## What makes Edna Valley special?

- 5 miles from the ocean
- Long growing season – February bud break to October harvest
- Slow ripening grapes → nuanced flavors
- AVA established in 1982, the 10<sup>th</sup> in the U.S.
- Small AVA: 35 square miles, 22,000 acres



## What makes Paso Robles special?

- Fastest growing U.S. wine region (+43% vs. +8% TTL Table Wine)
- Hot, sunny days and cool, clear nights → Classic Cabernet Sauvignon fruit with supple tannins and fresh acidity
- Perfectly captures our target vibrant, fruit-forward wine style

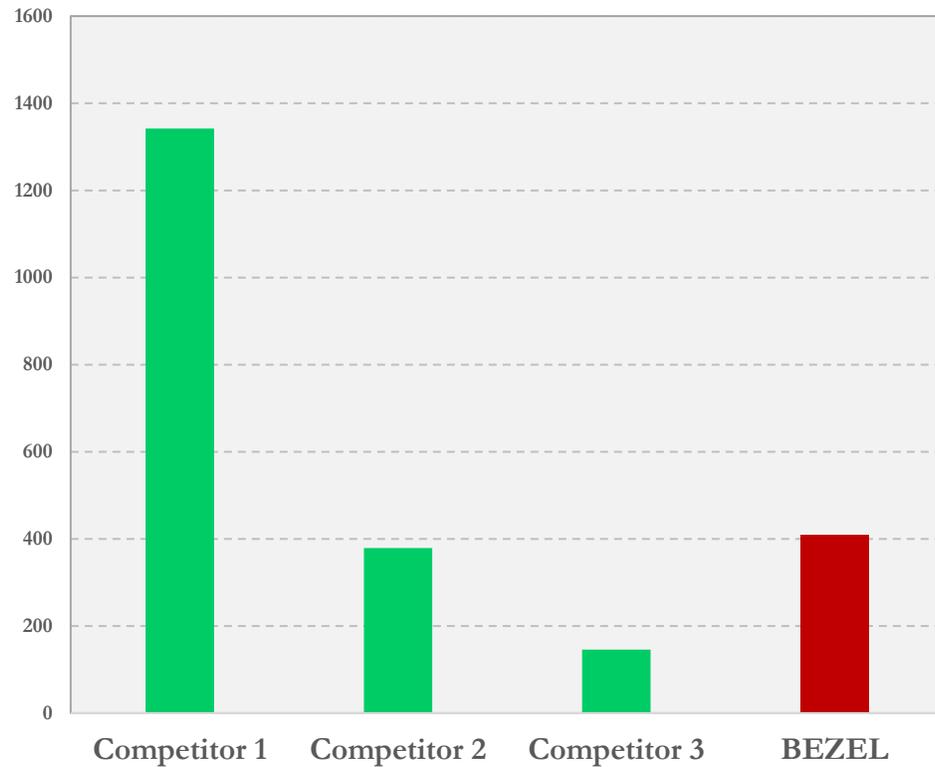
How?

- Fruit purchased from grower vineyards
- Custom Crush Facilities located in the Central Coast
- Wine goes to our long-time partners at Kobrand for sales and distribution
- Initially released into test markets TX, TN, CO, CT
- Test markets have 2021 Edna Valley Pinot Noir and Chardonnay, release 2021 Paso Robles Cabernet Sauvignon September 2023
- Expand to national release

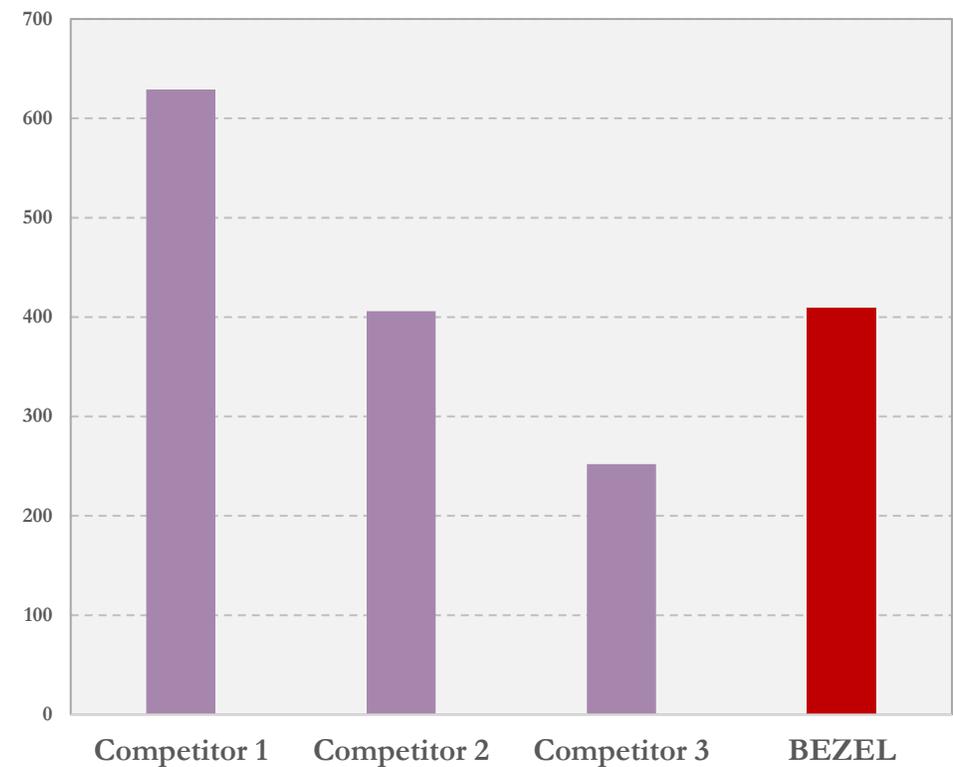
# #2 Selling Brand in TX Test Market

Bezel

### Chardonnay \$20-\$30 segment (459 items in segment)



### Pinot Noir \$20-\$30 segment (515 items in segment)



It takes a village...

Anthony Bozzano  
Audra Cooper  
Eddie Urman  
Stewart Cameron  
Patrick Doyle  
Doug Filipponi  
Rawley Hermreck  
Fritz Helzer  
Shayden Castro  
Matt Merrill  
Ryan Scott  
Lee Nesbitt  
Erin Amaral  
Matt Turrentine  
James Ontiveros  
Audra Cooper  
Josh Baker  
Gregg Hibbits  
Fintan du Fresne  
(and many more)



Our purpose:

To deliver a glass of wine as great as the individuals who gather around the table to drink it.