

Brand Bio

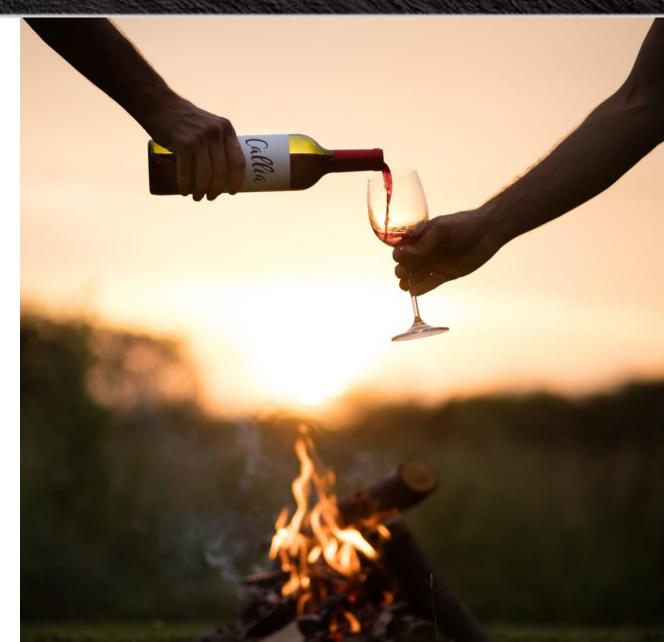




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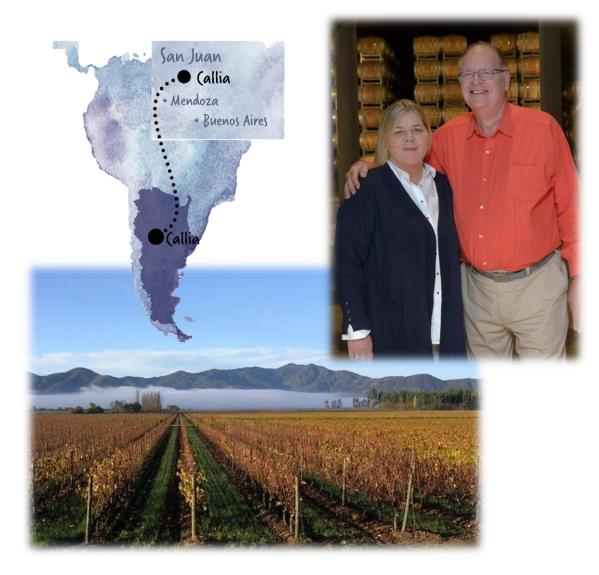




Background

Bodegas Callia was established in the San Juan Valley of Argentina in 2002 by the Pon family, owners of Bodegas Salentein.

Tapping into the expertise, resources and world-class team that his other properties in San Juan and Mendoza enjoy, founder, Mijndert Pon, has built a modern, innovate winery that supports the people, nature and community around it. Today his children carry on his legacy.



Callia

Brand Essence

Fruit-forward and food-friendly, Callia delivers exceptional quality at an excellent value to consumers. The wines can be enjoyed on their own or with a wide variety of dishes.

The smooth well-balanced taste of Callia encourages people to relax and unwind from the daily grind and reconnect with friends and family and savor life's simple pleasures in the company of one another.

Sourced 100% from estate-grown fruit farmed using sustainable practices: drip irrigation, use of organic mulch, and planting vegetation to reduce high temperatures. The region's ventilating winds reduce the need for pesticide and herbicide use.





Target Consumer

- Callia Bella:
 - Age: 25-44
 - Sex: 57/43 Female/Male split
 - Household Income: \$100K+
 - Profile: Looking for fruit-forward slightly sweet wines. They buy brands that reflect their style. They enjoy social activities, like entertaining at home, dining out, and attending food and beverage festivals.
- Callia Family:
 - Age: 35-45
 - Sex: 50/50 Male/Female
 - Household Income: \$75K+
 - Profile: Non-expert wine drinkers who appreciate fruit-forward food-friendly wines with low tannins at an affordable price.





Key Selling Points



Pedigree of a respected family-owned winery, Bodegas Salentein, with a local winemaking team



Hailing from San Juan, Argentina, yielding intense fruit-forward wines



Fruit-forward, approachable style and price positioning appealing to a broad consumer base



Sustainable viticultural practices maintaining local ecology and preserving resources for the region







The Portfolio

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ARGENTINA

SAUVIGNON







PINOT GRIGIO



Callia Malbec 2022 Vintage





Gold Medal - 91 points

"Cherry, herb and strawberry scents with ripe red and black fruit flavors. Some herb and spice notes at the finish." - Wayne Belding



Callia Malbec Style Guide

Malbec is typically characterized by ripe, blue fruit, with some violet aromatics, as well as a hint of spice. The wines can range from simple, fruity wines, which see little to no oak, all the way up to big, jammy styles with lots of oak.



• Use of older wood



Callia Malbec Competitive Set





Benchmarked against leading competitive Argentine Malbecs in the \$9-10 price range.









Callia Bella Competitive Set

Callia Bella is a smooth well-balanced red blend, benchmarked against a competitive set with a similar taste profile and a touch of sweetness (30 g/L RS) and price range.



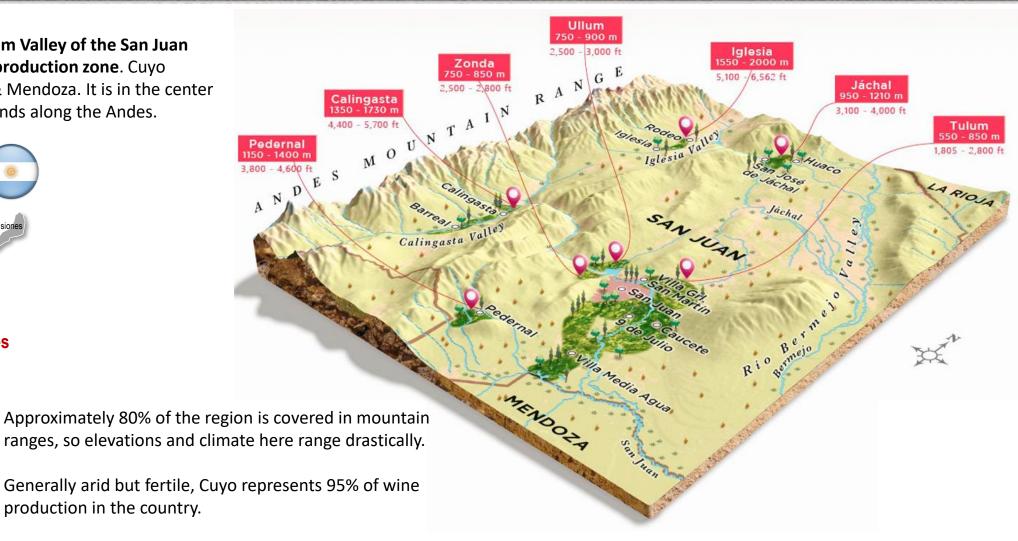
The San Juan Region

The San Juan Province (within Cuyo)

Callia is situated in the **Tulum Valley of the San Juan** Province, within the Cuyo production zone. Cuyo covers: La Rioja, San Juan & Mendoza. It is in the center West of Argentina and extends along the Andes.



Callia



Generally hot and sunny in the summer, cold in the winter due to the regulating effect of the Andes, depending on elevation the climate can range from arid to Alpine.

Cuyo, meaning **"desert country"** in the Huarpe Millcayac language of the native peoples that inhabited this area prior to European colonization.



allia Attributes of San Juan Wine Region

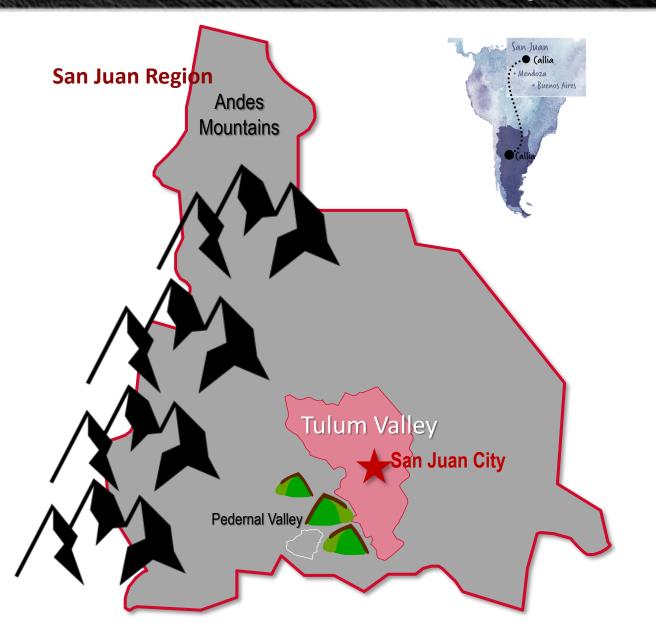
Argentina's second largest wine-growing region

Terroir is well suited for grape growing with sandy, alluvial and clay loam which produce intense fruit-forward wines.

Low annual rainfall creates desert conditions in the valley

Water source is drip irrigation from the neighboring snowcapped Andes and San Juan river

San Juan is a province dominated by mountain ranges that enclose the valleys, each with different characteristics and elevations but, share common denominators that allow for their near-natural cultivation.



Callia 🔰

The Tulum Valley (within San Juan)

The **Tulum Valley**, where Callia winery is located, sits roughly 2,000 f.a.s.l. Temperatures run high here, as the valley sits at a lower elevation than its neighboring valleys.

Avg. Total Rainfall: 3.5" annual

Climate: Arid. January is the hottest month, with an avg. temperature of 78°F. July is the coldest, , with an avg. temperature of 46°F.

Soils: Clayey – Loamy – Sandy. In the foothills of the valley, the soils become more rocky.

SOIL

The soils are alluvial in origin, heterogeneous with regard to their profile characteristics, and with textures ranging from clay, and sandy to loamy. Although this diversity results in more complex management, it gives us the opportunity of having different environments – terroirs – to produce different wines.

WATER

Pure snowmelt from the Andes and the Andes foothills is the region's primary water source. A system of reservoirs and channels irrigates all crops in the region and supplies water for all human needs.

Callia uses a **drip irrigation** system for 100% of their vineyards; leading the trend in the valley where 25% of vineyards use drip irrigation. This practice is increasingly used every year, as it is an excellent way to reduce water and waste in the vineyards, which is vital for a hot, arid climate like Tulum.

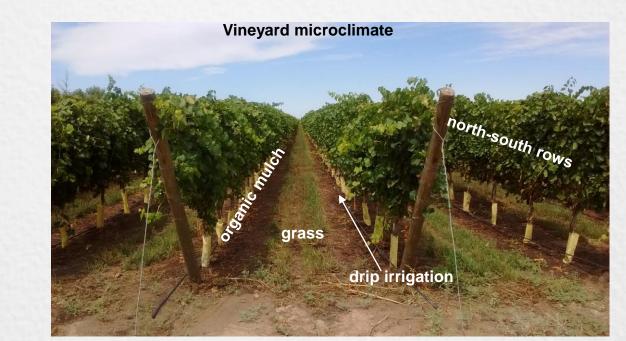
ARID CLIMATE

Due to the dry climate of Tulum, risk of mildew and other disease or fungus forming is very low. Callia benefits from this environment, which allows them to **greatly reduce their use of chemicals** in the vineyards.

Vineyard rows are planted North – South, taking advantage of the wind blowing off the mountains. The ventilating wind dries the grapes, reducing the need for pesticides & herbicides.

Grass is planted between the rows to help reduce high temperature. When temperature get very high, often reaching 34-35°C (93-95 °F) some of the vines, depending on varietal, in effect, "go to sleep." There are about ~2 hours in the day when these vines do not work. This **moderates production levels and stops the grapes from over-ripening.**

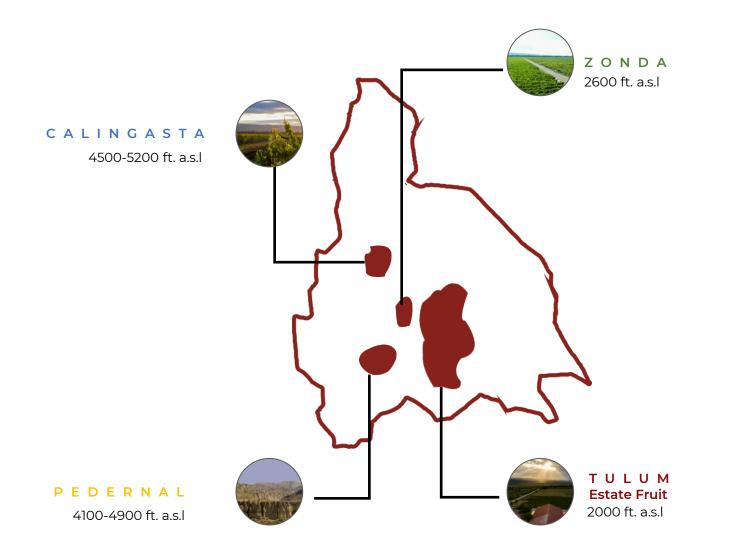
While San Juan wines tend to be plush and fruit-forward, enough acidity remains to revive the palate and keep wines fresh.







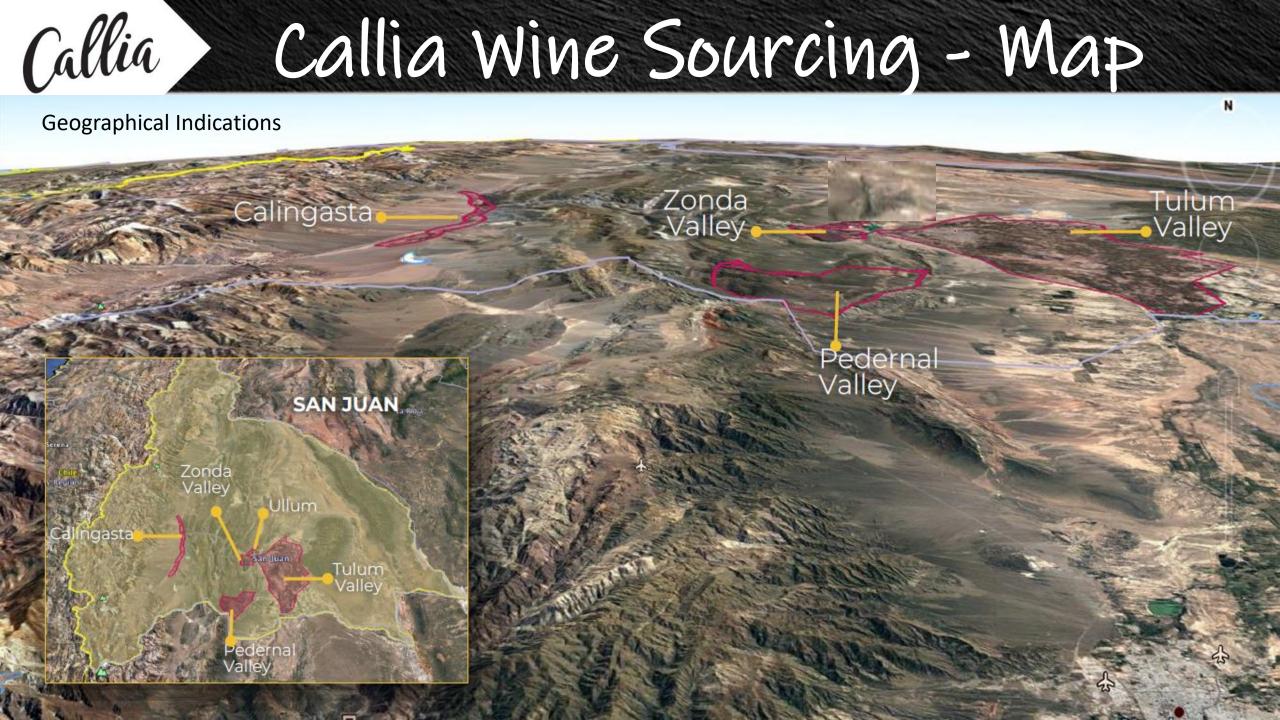
Callia Wine Sourcing



Bodegas Callia **owns two estates in the Tulum Valley**: one in the Caucete district and the other in the 9 de Julio district.

The Callia estates have special microclimates for the production of high oenological-quality grapes that are naturally very healthy.

The winery also sources grapes **from other valleys in San Juan**, including Calingasta, Zonda, and Pedernal.







Callia Estates in the Tulum Valley



Finca Pie de Palo estate: located in Caucete, has an area of 444 acres, mainly planted with Malbec and Syrah, but also with Chardonnay and Viognier. Some of these vineyards were planted between 1995 and 1998, while the younger vineyards were planted from 2012 to 2019

Finca 9 de Julio estate: located in the district of the same name, has 274 hectares, mostly planted with Malbec and Syrah, but also other red varieties such as Petit Verdot and Ancellota. Among the white varieties, there are Chardonnay, Viognier, Torrontés Riojano, and Pinot Gris. Part of these vineyards were planted in 2000, and the rest were planted from 2016 to date.

Callia

The Pedernal Valley

The Pedernal Valley is the rising star of San Juan grapes due to its elevations and location, at **the foot of the Andes mountain range with elevations ranging from 3,641 to 4,921 feet above sea level**. It is a closed valley, far from large urban areas and isolated from natural pests, which provides unique conditions for the cultivation of the highest oenological-quality vines. There are currently approximately 1,976 acres of vineyards planted, and the stony alluvial soils, which are gravity irrigated, lend the grapes intense color and fruity flavors.

The Pedernal Valley, which enjoys a wide thermal amplitude (68°F), is also notable for its clear sky, its continental, arid, desert climate, and, generally, year-round sun. All these conditions result in the optimal growth of the varieties planted there. Additionally, due to the valley's topographic characteristics, such as varying slope orientation, elevations, and gradients, the valley has diverse microclimate zones.

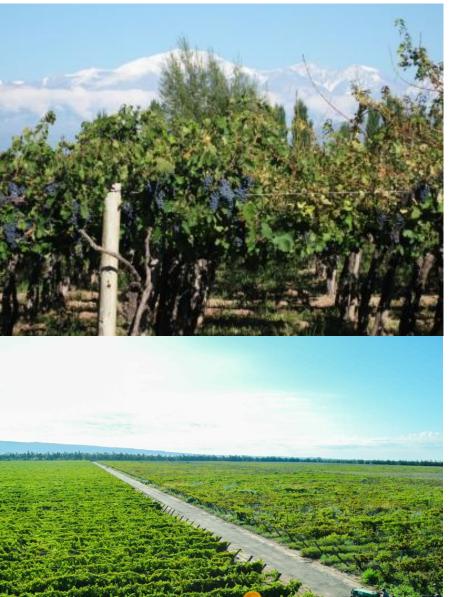
As a result of the geological processes that formed the valley, the **soils are rocky with stones** of diverse compositions and sizes within a matrix composed of finer materials of varied compositions but mainly of sand, silt, and clay. In addition, the deep soils have very good porosity, water infiltration, and aeration.

The soil in the valley's southeast is **100% geologically calcareous**, the **sole place with this viticultural characteristic in Argentina**, which, in addition to the elevation and the climate, sets Pedernal apart from any other terroir. All this means that the valley has **exceptional conditions for the production of very high-quality grapes**, making it an officially recognized Argentine wine Geographical Indication (IG) since 2007.

The primary red varieties grown here are Malbec, Cabernet Sauvignon, Cabernet Franc, Syrah, Merlot, Pinot Noir, and, among the whites, Chardonnay and Sauvignon Blanc. What sets apart the wines from this area is the intense color of the reds and their fruitiness with spice notes, while the whites are distinctive for their fruit, acidity, and minerality.



The Zonda Valley



The valley is located northwest of the Tulum Valley, and despite being much smaller – it has only about 2,965 acres of vineyards planted – it is known for its quality of grapes for winemaking. The valley is situated at around 2,624 feet above sea level and, though daytime temperatures can be somewhat lower than in the Tulum Valley, the greatest difference are the nighttime temperatures, which increases the thermal amplitude differential. Additionally, the general topography of the valley also influences the temperatures.

The soils here are alluvial, with a greater percentage of finer materials at the bottom of the valley and a predominance of variously-sized gravel in the foothills and at the banks of the San Juan River. This combination of various topographies, elevations, soils, and diverse terroirs is what distinguishes the grapes grown in this valley.

The highest oenological-quality varietals grown here are Malbec, Syrah, Cabernet Sauvignon, Cabernet Franc, Pinot Noir, and Tannat. And among the whites, Chardonnay, Sauvignon Blanc, and Viognier. Pinot Gris is also cultivated and used to make white wine.



The Calingasta Valley





The valley is located to the west, between the Andes Mountains and the foothills, and is aligned in a north-south direction, encompassing several zones of diverse climate and soil characteristics. This diversity results in various environments or terroirs, which are expressed in its grapes and wines.

The elevations of the terroirs mainly range between 4,593 and 5,577 feet above sea level. Importantly, daytime temperatures here are similar to those of the Tulum Valley, but nighttime temperatures are significantly lower. This creates very favorable conditions for producing grapes of the highest oenological quality.

allia

Wine Making Team

Gustavo Daroni, Senior Winemaker

Gustavo Néstor Daroni was born and raised in San Juan province, where he also trained for a career in oenology, initially at the School of Oenology, an agricultural institute that covers all aspects of the field, and later at the Superior Institute of Oenology. He has participated in numerous training courses since he was 24, along with seminars related to winemaking – such as the 2011 edition of the Latin American Congress of Viticulture and Oenology in Mendoza and the 2015 edition in Chile – where he was able to expand his knowledge of production techniques. Gustavo inherited his love for wine and the passion for oenology from his father's side, as his grandfather, father and uncle – a renowned San Juan oenologist – were all in the business. Starting his professional career first at Bodega Peñaflor, then at Graffigna, he arrived at Bodegas Callia in 2004, where he is now the Senior Winemaker.



Eduardo Álvarez, Winemaker

Eduardo Andrés Álvarez was born and raised in the province of Mendoza, where he studied Oenology at the Faculty of Applied Industrial Sciences, of the National University of Cuyo. He is the grandson of Italian and French immigrants who dedicated themselves to viticulture upon their arrival to Argentina, and from them, he inherited so much of his knowledge and great love for this profession. His first contact with the winemaking world occurred in his grandparents' vineyard when he was a child. By 18 he was already working in the industry, initially in a warehouse when he was a student, then, at 25, he became the second winemaker at Finca Agostino winery in Mendoza, going on to become its head winemaker a few years later. In continuing his professional training, he worked harvests in New Zealand in 2014, and in Germany in 2018 and 2019. He currently works as a winemaker at Bodegas Callia.



Sustainability



Callia wines are suitable for vegans. The production of Callia wines has been verified by the LIAF CONTROL process that certifies them as suitable for vegans; they are made with raw materials, additives, and coadjutants that are not of animal origin or in any way derived from animals.



• Awarded sustainable practice certification from Bodegas de Argentina, including drip irrigation, use of organic mulch, and planting vegetation to reduce high temperatures. The region's ventilating winds reduce the need for pesticide and herbicide use.



• Cardboard, plastic, glass, and metal waste are 100% recycled.



• The winery implements water conservation via a water footprint system to register that consumption is used wisely.



Winery Certifications

Bodegas Callia is committed to the efficient management of its operations, emphasizing the safety, quality, and authenticity of its products, as well as the prevention of environmental pollution and maintaining occupational safety, in accordance with the following implemented and certified international standards.

Certifications include:

- BRC (British Retail Consortium): Food Safety, Quality, Legal Compliance and Authenticity Standards.
- ISO 9001: Quality Management Systems.
- ISO 14001: Environmental Management System.
- ISO 45001: Occupational Health and Safety Management System.
- Argentine Sustainability Protocol for Wineries: The objective of which is to strengthen the long-term environmental, social, and economic sustainability of a company. It is a standard of sustainable practices that addresses the challenges of both the environmental concerns as well as the social and economic aspects of business. The standard focuses on various practices, among which are those that address issues such as soil management, irrigation, efficient use of water and energy, waste management, air quality, and human resources.

Wine Tech Info



Callia Bella 2022 Vintage

REGION: Tulum Valley, San Juan

VARIETIES: 60% Syrah – 40% Malbec

WINEMAKER: Gustavo Daroni

VINEYARD NOTES: The vineyards are located in the Tulum Valley at an average elevation of 2,130 feet above sea level and contain alluvial soils ranging in quality from sandy loam to clay loam. With more than 300 sunny days a year, little rainfall (3.5 inches annually), and low relative humidity, the vineyards have a healthy development through the end of the ripening stage. Meltwater, used for irrigation, is stored in reservoirs and channeled through canals to the vineyards, where a pressurized drip irrigation system is employed to optimize the use of this area's scarce and valuable resource.

PRODUCTION TECHNIQUES: The grapes are hand-harvested and immediately crushed and destemmed to preserve freshness and fruit character. The grapes undergo a cold maceration for 48 hours at a temperature of 54°F. Fermentation takes place for 9 days at a temperature of 74°F-81°F. The wine is aged for 4 months in American oak (50/50).

AGING: 4 months in American oak

TASTING NOTES: A medium ruby wine with aromas of blueberry, juicy plum, vanilla, and chocolate. A full-bodied wine with a great balance of acidity and sweetness.

PAIRING: Great on its own or with appetizers. Serve chilled!

ANALYSIS

Alc.: 12% RS: 31.0 g/L TA: 6.7 g/L pH: 3.69



Callia Malbec 2022 Vintage

HILE STIMING	REGION:	Tullum Valley, San Juan						
	WINEMAKER:	Gustavo Daroni						
	VARIETAL:	100% Malbec						
	VINEYARD NOTES:	The vineyards are located in the Tulum Valley at an average elevation of 2,130 feet above sea level and contain alluvial soils ranging in texture from sandy loam to clay loam. With more than 300 sunny days a year, little rainfall (3.5 inches annually), and low relative humidity, this area's vineyards have a healthy development through the end of the ripening stage. Meltwater, used for irrigation, is stored in reservoirs and channeled through canals to the vineyards, where a pressurized drip irrigation system is employed to optimize the use of this area's scarce and valuable resource.						
	WINEMAKING:	The Malbec grapes were gently destemmed, then pressed and fermented in stainless steel tanks at a temperature of 80°F. Fermentation was initiated using selected yeasts and lasted about 9 days, after which it remained in contact with its marc for an additional 3 days before racking. The wine was then aged with American and French oak contact for 4 months while undergoing malolactic fermentation before being filtered.						
	AGING:	4 months in oak; 50% American and 50% French						
	ANALYTICS:	RS: 4 g/L - TA: 6.3 g/L - pH: 3.65 - 13% ABV						
	TASTING NOTES:	Violet-red color with a blue tint. Rich red fruit aromas of sour cherry, almonds, and walnut. Very vibrant and well- balanced on the palate, with sweet, smooth, velvety tannins and a lingering finish.						
	FOOD PAIRINGS:	Enjoy with barbecue dishes, burgers, spicy Mexican food, roasted pork duck and honey baked ham.						

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Callia

MALBEC

ARGENTINA



Callia Cabernet Sauvignon 2022 Vintage

	RECION						
	REGION:	Tullum Valley, San Juan					
	WINEMAKER:	Gustavo Daroni					
	VARIETAL:	100% Cabernet Sauvignon					
	VINEYARD NOTES:	The vineyards are located in the Tulum Valley at an average elevation of 2,130 feet above sea level and contain alluvial soils ranging in texture from sandy loam to clay loam. With more than 300 sunny days a year, little rainfall (3.5 inches annually), and low relative humidity, this area's vineyards have a healthy development through the end of the ripening stage. Meltwater, used for irrigation, is stored in reservoirs and channeled through canals to the vineyards, where a pressurized drip irrigation system is employed to optimize the use of this area's scarce and valuable resource.					
Callia ES CABERNET SAUVIGNON	WINEMAKING:	The grapes were destemmed at the winery after harvest and fermented in stainless steel tanks at an average 84ºF temperature with daily remontage for approximately 9 days. The wine was then racked to separate it from its marc. The wine then underwent malolactic fermentation, after which it was aged with American oak contact for 4 months before being filtered.					
s e	AGING:	4 months in American oak					
ABOENTINA	ANALYTICS:	RS: 4.1 g/L - TA: 6.3 g/L - pH: 3.67 - 12.5% ABV					
	TASTING NOTES:	Violet-red color with terracotta hues. Fruity aromas of blueberry and strawberry followed by spicy notes. Well- balanced palate with a hint of spice and pleasant acidity.					
	FOOD PAIRINGS:	Enjoy with red meats, pork dishes, meat stews and cheese soufflés.					



Callia Pinot Grigio 2022 Vintage

	REGION:	Tullum Valley, San Juan							
	WINEMAKER:	Gustavo Daroni							
	VARIETAL:	100% Pinot Grigio							
	VINEYARD NOTES:	The vineyards are located in the Tulum Valley at an average elevation of 2,130 feet above sea level and contain alluvial soils ranging in texture from sandy loam to clay loam. With more than 300 sunny days a year, little rainfall (3.5 inches annually), and low relative humidity, this area's vineyards have a healthy development through the end of the ripening stage. Meltwater, used for irrigation, is stored in reservoirs and channeled through canals to the vineyards, where a pressurized drip irrigation system is employed to optimize the use of this area's scarce and valuable resource.							
Callia PG	WINEMAKING:	The Pinot Grigio grapes were harvested in the early morning to avoid altering the typical color of this varietal and were then gently pressed for the same reason. Fermentation was made at an average temperature of 17°C for a period of 12 days. The wine was then allowed to remain in contact with its fine lees for two months before it was filtered.							
PG	AGING:	2 months on its fine lees with weekly stirring							
	ANALYTICS:	RS: 3.9 g/L - TA: 7.2 g/L - pH: 3.36 - 12% ABV							
ARGENTIKA	TASTING NOTES:	Pale yellow with golden hues. Fruity aromas of orange blossoms and pear. Elegant fruity palate with balanced acidity.							
	FOOD PAIRINGS:	Refreshing and well-balanced and fruity with notes of orange blossom and pear. Enjoy as an aperitif or with seafood, salads, pizza, sushi and white meats.							

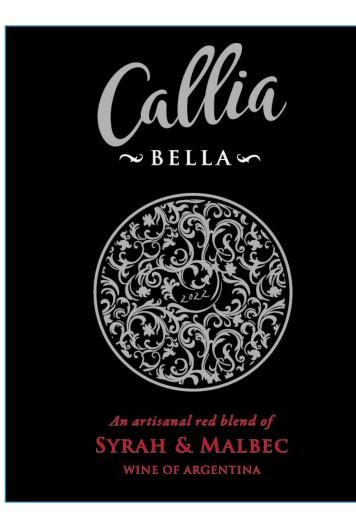


Callia Torrontes 2022

	REGION:	Tullum Valley, San Juan							
	WINEMAKER:	Gustavo Daroni							
	VARIETAL:	100% Torrontes							
	VINEYARD NOTES:	The vineyards are located in the Tulum Valley at an average elevation of 2,130 feet above sea level and contain alluvial soils ranging in texture from sandy loam to clay loam. With more than 300 sunny days a year, little rainfall (3.5 inches annually), and low relative humidity, this area's vineyards have a healthy development through the end of the ripening stage. Meltwater, used for irrigation, is stored in reservoirs and channeled through canals to the vineyards, where a pressurized drip irrigation system is employed to optimize the use of this area's scarce and valuable resource.							
Callia T	WINEMAKING:	The grapes are harvested during the earlier part of the harvest period as they began to enter their period of enological maturity in order to preserve this varietal's characteristic citrus profile. Fermentation was undertaken in stainless steel tanks at controlled temperatures of between 16 ^o and 17 ^o C for a period of approximately 14 days. The resulting wine remained in contact with its fine lees for three months, after which it was filtered, cold stabilized and, finally, bottled.							
TORRONTES	AGING:	3 months on its fine lees with weekly stirring							
	ANALYTICS:	RS: 4.0 g/L - TA: 7.0 g/L - pH: 3.38 - 13% ABV							
ARCENTIKA	TASTING NOTES:	Pale yellow with green and silver hues. Citrus aromas with hints of jasmine. The citrus profile continues to the palate, with a balanced acidity and refreshing finish.							
	FOOD PAIRINGS:	Pairs well with garden salads, seafood, pasta with cream sauces and roast chicken.							



Callia Callia Bella Labels

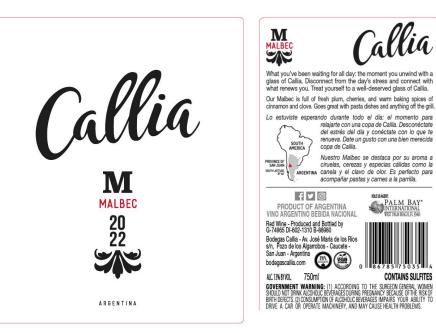




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Callia

Labels: Reds







SOUTH

AMERICA

PROVINCE OF

SOUTH LATITUDE

SAN JUAN



What you've been waiting for all day: the moment you unwind with a glass of Callia. Disconnect from the day's stress and connect with what renews you. Treat yourself to a well-deserved glass of Callia.

Our Cabernet Sauvignon is a soft, pleasing wine with luscious blackberry and baking spice flavors. A great wine to pair with your main meal all the way to dessert.

Lo estuviste esperando durante todo el día: el momento para relajarte con una copa de Callia. Desconéctate del estrés del día y conéctate con lo que te renueva. Date un gusto con una bien merecida copa de Callia.

ARGENTINA ARGENTINA U de lo con deliciosos sabores a moras y especias. Un gran vino para acompañar desde tu plato principal hasta el postre.



Callia

Labels: Whites





ARGENTINA



What you've been waiting for all day: the moment you unwind with a glass of Callia. Disconnect from the day's stress and connect with what renews you. Treat yourself to a well-deserved glass of Callia.

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TORRONTES

SOUTH

AMERICA

PROVINCE OF

SOUTH LATITUDE

SAN JUAN

Our Torrontés is an aromatic, refreshing wine full of grapefruit and sweet lemon. This versatile wine pairs beautifully with pork dishes. sushi and spicy Asian cuisine.

Lo estuviste esperando durante todo el día: el momento para relajarte

con una copa de Callia. Desconéctate del estrés del día y conéctate con lo que te renueva. Date un gusto con una bien merecida copa de Callia.

Nuestro Torrontés es un vino aromático y refrescante con una fuerte presencia de sabores a pomelo v limón dulce. Este vino tan versátil es el acompañamiento perfecto para carne de ARGENTINA cerdo, sushi y comida asiática picante.





ARGENTINA

PG **PINOT GRIGIO**



What you've been waiting for all day: the moment you unwind with a glass of Callia. Disconnect from the day's stress and connect with what renews you. Treat yourself to a well-deserved glass of Callia.

Our Pinot Grigio has peach, apricot and bright tropical fruit flavors. A perfect match for appetizers, salads and chicken dishes, or to sip on its own as an aperitif.

Lo estuviste esperando durante todo el día: el momento para relajarte

SOUTH AMERICA PROVINCE OF SAN JUAN SOUTH LATITUDE ARGENTINA

con una copa de Callia. Desconéctate del estrés del día y conéctate con lo que te renueva. Date un gusto con una bien merecida copa de Callia.

Nuestro Pinot Grigio presenta sabores vibrantes a frutas tropicales, durazno y damasco. Es el acompañamiento perfecto para entradas, ensaladas y pollo, o para disfrutar solo como un excelente aperitivo.





Callia Product Tech Info

ltem Desc	ltem #	Size	Pack	Alcohol %	UPC	SCC Code	ТТВ	FDA Registration	0	Case Width in Inches	Case Height in Inches	Case Weight in Lbs		Pallet Layers	
		,	12												
CALLIA BELLA	111191-2022	750ML	12	12	086785750613	10086785750610	19086001000466	11959059598	12.05	12.48	9.06	36.00	15	<u> </u>	75
CALLIA CABERNET SAUVIGNON	130808-2022	750ML	12	12.5	086785750804	10086785750801	16027001000196	11959059598	12.05	12.48	9.06	36.30	15	5	75
CALLIA MALBEC	110386-2022	750ML	12	13	086785750354	10086785750351	15232001000303	11959059598	12.05	9.06	12.48	34.09	15	5	75
CALLIA PINOT GRIGIO	110387-2022	750ML	12	12	086785750316	10086785750313	15232001000305	11959059598	9.10	11.80	12.70	25.00	15	5	75
CALLIA TORRONTES	110385-2022	750ML	12	13	86785750330	10086785750337	15232001000314	11959059598	12.05	12.48	12.32	36.30	15	5	75



Wines of Argentina

