



## MARK WEST FACT SHEET

**Mark West Winery** specializes in producing great value California Pinot Noir with varietal integrity and quality. Mark West's Pinot Noir appeals to a wide range of wine drinkers who enjoy an affordable everyday Pinot Noir at home or by the glass in restaurants.

### COMPANY DETAILS

- ❖ Parent Company: Purple Wine Company, LLC.
- ❖ Founder: Derek Benham, CEO
- ❖ Winemaker: Alex Cose
- ❖ Location: 9119 Graton Road, Graton, CA 95444

### BRAND DETAILS

- ❖ Mark West Winery was founded in 1978 and acquired by Purple Wine Company in 2001.
- ❖ Suggested national retail price of the California Pinot Noir: \$12.99
- ❖ 1 of every 10 bottles of Pinot Noir sold in the U.S. is Mark West
- ❖ Additional wines: Russian River Pinot Noir (\$35), Central Coast Chardonnay (\$10)
- ❖ Spokespeople: Derek Benham, founder; Alex Cose, winemaker

### PRODUCTION & DISTRIBUTION DETAILS

- ❖ Mark West Pinot Noir is made from 100% California Pinot Noir. Vineyard sources include Santa Barbara, Central Coast, Sonoma Valley, Napa Valley, Mendocino County and others.
- ❖ Stainless steel fermented, aged in 100% neutral French oak
- ❖ Produced in an facility using water and energy conservation practices while reducing Green House Gas emissions<sup>1</sup>
- ❖ Distributed in all 50 states

### FOR MEDIA INQUIRIES

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<sup>1</sup> See Green Practices press sheet for complete information on Energy and Water Conservation practices.