

WHY GEN5?

EXTENSIVE NATIONAL DISTRIBUTION

- GEN5 is nationally distributed and has sold OVER 250,000 CASES in the United States
- You can also find GEN5 on airlines and in Canada

REAL WINE

- 100% estate vineyards and estate-grown
- Certified Sustainable by Lodi Rules
- For five generations our family has lived and worked our land in Lodi, always striving to leave it better for the next generation.

NIELSEN DATA

- GEN5 Old Vine Zinfandel, a Top 50 Selling Zinfandel in the U.S.! (Source: Nielsen, 52 weeks ending 3/1/2014).

GREAT PRESS

- EVERY Gen5 wine (Cabernet Sauvignon, Chardonnay, Old Vine Zinfandel, and Merlot) has been recognized as a “Best Buy” by Wine Enthusiast
- The Gen5 Old Vine Zinfandel '13 received 95 points and Best in Class from the L.A. International Wine Competition

SUCCESS STORIES

- Ask your VDS rep for local, regional, or national success stories with the brand; this brand is proven to bring consumers back!

