

EST.  1981  
LYETH ESTATE

Lyeth

100% NEW OAK

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— *Be Bold* —



# Lyeth

## TRUSTED LEGACY

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Lyeth Estate is an iconic wine brand founded in 1981 in Sonoma County, California, by visionary Chip Lyeth. Known for its bold, premium wines, Lyeth offers a luxurious flavor profile with a rewarding oak character.

As a founding member of The Meritage Alliance, Lyeth Estate champions the art of blending varietals to create expressive wines.

For over 40 years, Lyeth has delivered sophisticated yet accessible wines, building a trusted legacy that consistently exceeds expectations in both flavor and boldness.



IN 2024 LYETH ESTATE WAS ACQUIRED BY



WarRoom has a track record of acquiring legacy wine brands and repositioning them for growth by focusing on what customers love.



**BONNY DOON**  
VINEYARD



**LAPIS  
LUNA**



**TOAD  
HOLLOW**

# Lyeth

## REDESIGNED TO BE BOLDER

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**Iconic Branding:** The original Lyeth logo, established in 1981, is highly recognizable and serves as the focal point of our label redesign.

**Premium Quality Perception:** Lyeth is synonymous with exceptional quality, highlighted by “100% New Oak” aging, now prominently featured on the front label to emphasize our commitment to luxurious craftsmanship.

**Honoring a Legacy:** Chip Lyeth, a visionary and beloved figure in the wine industry, tragically passed in 1988 when his plane crashed over his vineyard. His legacy endures through those who celebrate the bold spirit he embodied.



# Lyeth

## OUR PHILOSOPHY

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Since 1981, Lyeth has **perfected the art of blending** in California.

Wines feature a smooth texture, **bold dark fruit**, and **100% new oak aging**.

Blending combines wines for a superior final product.

Varietals like Cabernet greatly benefit from blending and new oak aging.

Lyeth selects the best elements to craft **balanced, high-quality wines**.





CABERNET  
SAUVIGNON

CALIFORNIA

SRP: \$13.99



RED WINE BLEND

CALIFORNIA

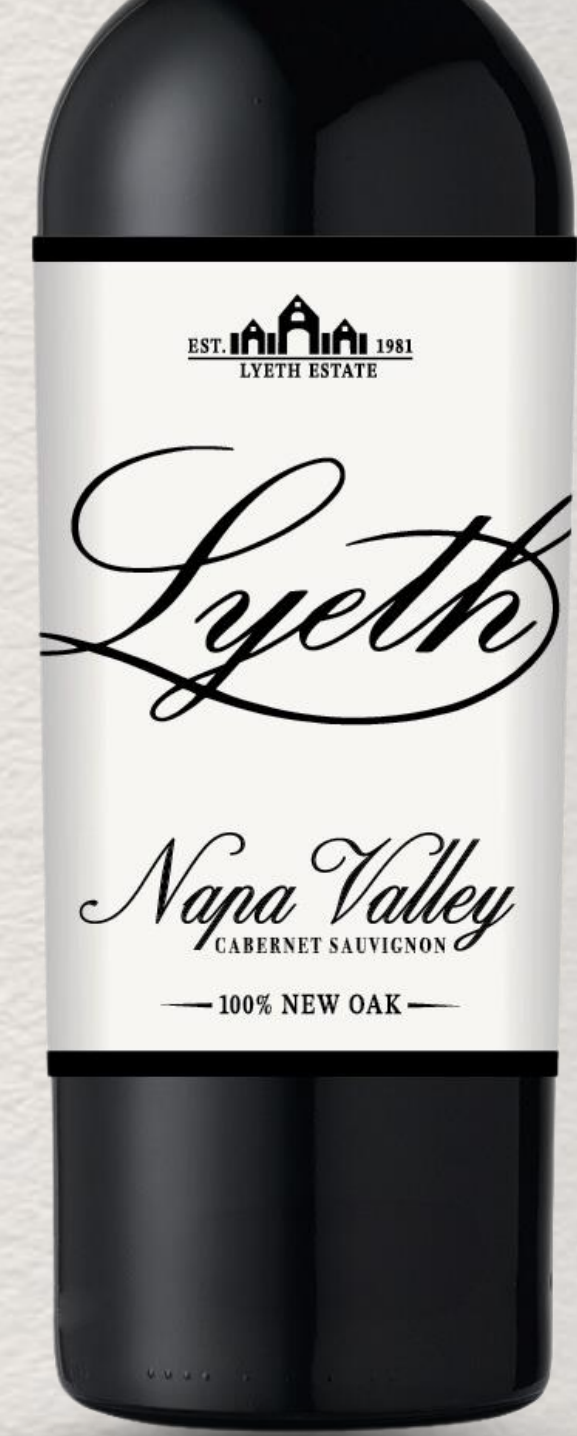
SRP: \$13.99



MERITAGE RED  
WINE

SONOMA COUNTY

SRP: \$24.99



CABERNET  
SAUVIGNON

NAPA VALLEY

SRP: \$29.99

COMING SOON...



# 2023

## CALIFORNIA CABERNET SAUVIGNON

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- **TERROIR:** California vineyards; warm days and cool nights for ripeness and depth.
- **BLEND:** Primarily Cabernet Sauvignon.
- **OAK:** 100% new French oak, adding chocolate and espresso notes.
- **TASTING NOTE:** Bold blackberry, plum, and chocolate flavors with a velvety finish.
- **SELLING POINT:** Premium, layered California Cabernet, ideal for hearty dishes, aged cheeses, and by-the-glass options.



# 2021

## CALIFORNIA RED WINE BLEND

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- **TERROIR:** California vineyards, featuring Bordeaux varietals for complexity.
- **BLEND:** 92.5% Cab Sauvignon, 2.5% Petit Verdot, 2% Petite Sirah, 2% Tannat, 1% Merlot.
- **OAK:** French and American oak staves for vanilla, cocoa, and spice.
- **TASTING NOTE:** Cherry, plum, and blueberry, with a hint of mocha and smooth tannins.
- **SELLING POINT:** Versatile, food-friendly red blend, ideal for grilled meats, pasta, and burgers.



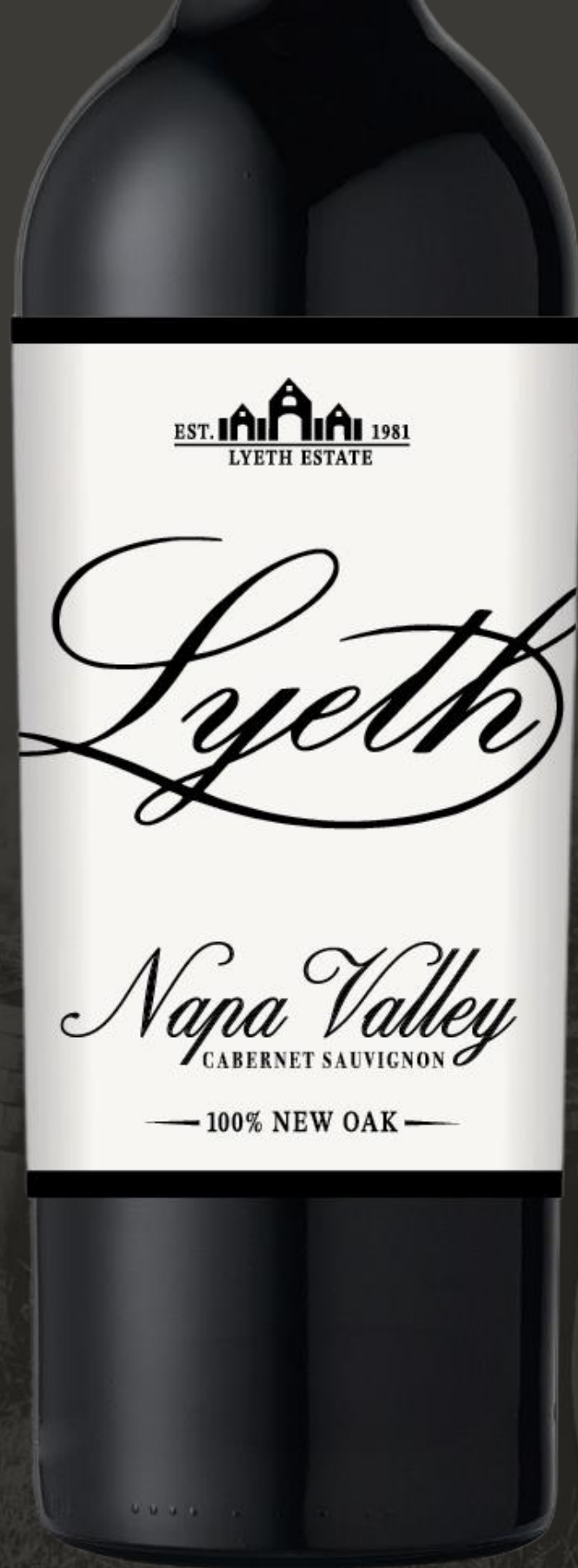


# 2020

## SONOMA COUNTY RED WINE

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- **TERROIR:** Predominantly from Dry Creek Valley, Sonoma; Paso Robles for added depth.
- **BLEND:** Cab Sauvignon with Merlot and Malbec.
- **OAK:** New oak influence, adding mocha, cedar, and vanilla.
- **TASTING NOTE:** Blackberry, raspberry, and cocoa, with velvety tannins and smooth finish.
- **SELLING POINT:** Balanced and expressive, perfect for BBQ, roasted meats, and upscale retail or wine lists.



# COMING SOON...

## LYETH NAPA CABERNET

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- **TERROIR:** Napa Valley's prestigious vineyards, ideal for full-bodied Cabernet.
- **BLEND:** Primarily Napa Cabernet Sauvignon.
- **OAK:** 100% new French oak, adding chocolate, espresso, and vanilla.
- **TASTING NOTE:** Blackcurrant, dark plum, and mocha, with a refined, lingering finish.
- **SELLING POINT:** Iconic Napa Cabernet for high-end accounts and special occasions; pairs well with prime rib, lamb, and aged cheeses.

# COMPETITIVE SET

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CABERNET SAUVIGNON

\$12.99



CABERNET SAUVIGNON

\$12.99



CABERNET SAUVIGNON

\$14.99



JOEL GOTT

CABERNET SAUVIGNON

\$15.50

*Lyeth*

BE BOLD

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