



Lyeth

100% NEW OAK

— Be Bold —



Lyeth

TRUSTED LEGACY

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 CELLARS

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

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.





OUR PHILOSOPHY

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.**





SAUVIGNON
BLANC

SONOMA COUNTY,
ALEXANDER VALLEY

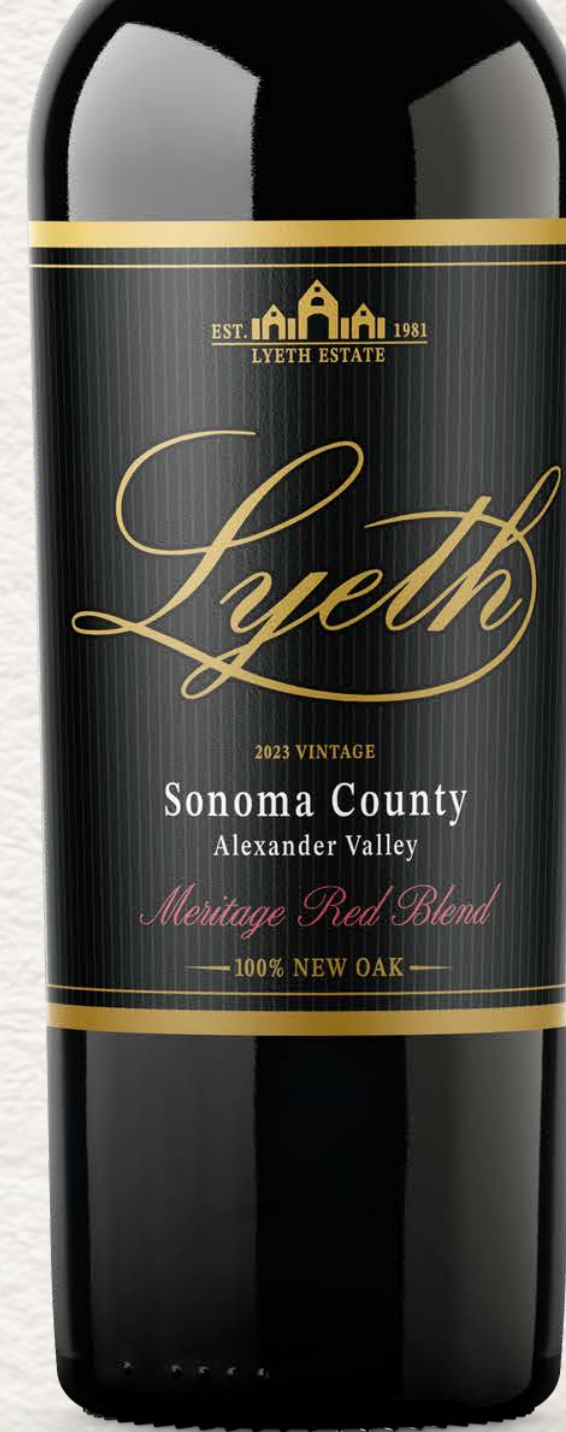
SRP: \$13.99



CABERNET
SAUVIGNON

CALIFORNIA

SRP: \$13.99



MERITAGE
RED BLEND

SONOMA COUNTY

SRP: \$24.99



CABERNET
SAUVIGNON

NAPA VALLEY

SRP: \$29.99

COMING SOON...



2023

CALIFORNIA CABERNET SAUVIGNON

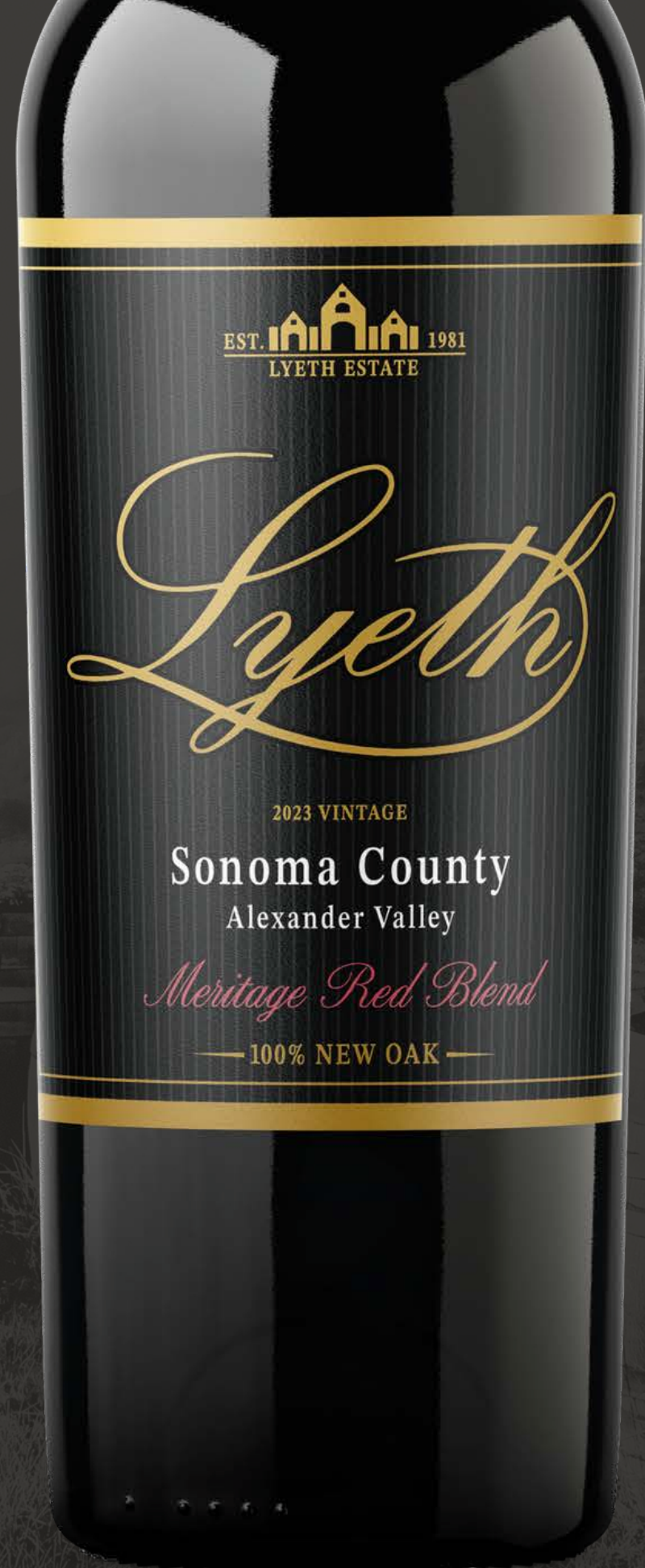
- **TERROIR:** California vineyards; warm days and cool nights for ripeness and depth.
- **BLEND:** Primarily Cabernet Sauvignon.
- **OAK:** 100% new French oak, adding chocolate and espresso notes.
- **TASTING NOTE:** Bold blackberry, plum, and chocolate flavors with a velvety finish.
- **SELLING POINT:**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



2025

SAUVIGNON BLANC

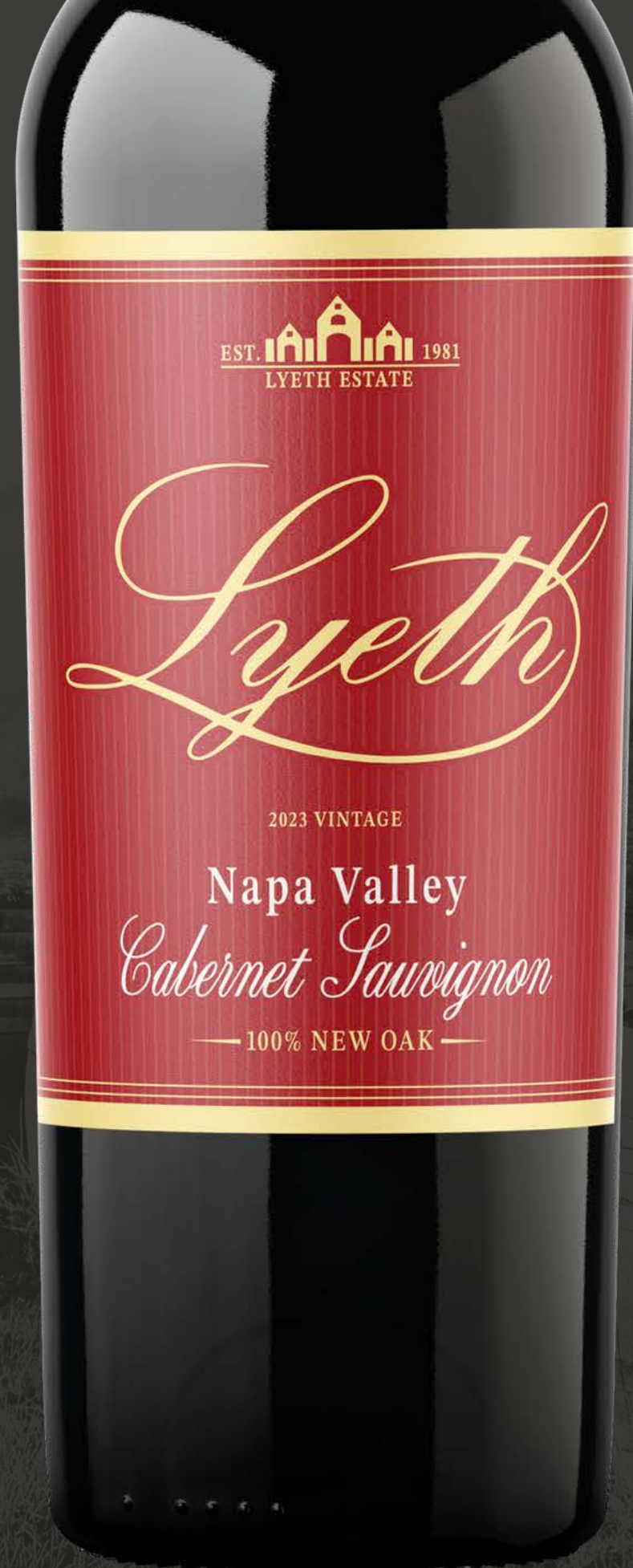
- **TERROIR:** Sonoma County, showcasing the distinct terroir of the Alexander Valley.
- **BLEND:** 100% Sauvignon Blanc
- **AGED:** 5 Months in 100% Stainless Steel
- **TASTING NOTE:** Kiwifruit, passionfruit, peach, lemongrass, and citrus blossom, balanced with crisp acidity.
- **SELLING POINT:** Pairs effortlessly with fresh, flavor-forward dishes such as grilled shrimp, citrus-marinated chicken, oysters, goat cheese salads, or herb-driven pasta.



2023

MERITAGE RED BLEND

- **TERROIR:** Sonoma, Alexander Valley
- **BLEND:** 87% Cabernet, 9% Malbec, 4% Petit Verdot
- **OAK:** Aged for 12 month on 100% new French oak
- **TASTING NOTE:** Rich and beautifully complex, with notes of dense dark fruit, chocolate, and refined oak
- **SELLING POINT:** Balanced and expressive, perfect for BBQ, roasted meats, and upscale retail or wine lists

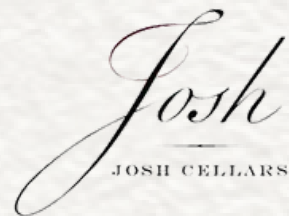


COMING SOON...

LYETH NAPA CABERNET

- **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



CABERNET SAUVIGNON
\$12.99



CABERNET SAUVIGNON
\$12.99



CABERNET SAUVIGNON
\$14.99



JOEL GOTT

CABERNET SAUVIGNON
\$15.50

Lyeth

BE BOLD

CONTACT

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