

Pacific Highway Wines Expands Californian Portfolio with HOGWASH and '75 Wine Co

*HOGWASH Rose and '75 Wine Co.
Cabernet Sauvignon Offer Alternative
Packaging Options*

GREENSBORO, NORTH CAROLINA, USA,
September 7, 2021 /EINPresswire.com/
-- New partnership announcement.
Effective October 1, 2021, [Pacific Highway Wines](#) will be the exclusive
USA sales and marketing agent for
California brands, HOGWASH and '75
Wine Company. Three wines, available
in alternative formats, will be added to
the portfolio nationally.



HOGWASH and '75 Wine Co are crafted by winemaker Shawn Johnson and managed by Partner and Chief Operating Officer, Nathaniel Dorn, and a small team of seasoned wine sales and hospitality professionals.



We are honored to represent Hogwash and '75 Wine Co. The quality of the vineyards and winemaking is outstanding, as is their nimble approach to accessible packaging formats, such as cans and kegs."

Mark Giordano

[HOGWASH California Rosé](#) (SRP \$18 750ml), sourced predominately from the Clarksville AVA, is a blend of Pinot Noir, Grenache and Tempranillo crafted for a house style that is consistently refreshing and appealing. The wine shows coral/bright copper hues and offers floral and mandarin aromas with savory berry notes. Presented as an all-season accompaniment to an outdoors and active lifestyle, HOGWASH has recently expanded its range with 250ml can formats, in both still and sparkling versions, for

easy accessibility.

The '75 Wine Co Cabernet Sauvignon (SRP \$19.99 750ml) is sourced from the Mendocino AVA, specifically from the Feliz Creek Vineyard. Single-origin, rich and smooth, this 100% Cabernet Sauvignon shows generous aromas and flavors of kirsch, fresh cherry, rose petal, vanilla and

cedar. Also available in 19.5L Keg for the on-premise channel.

"We are honored to represent Hogwash and '75 Wine Co. The quality of the vineyards and winemaking is outstanding, as is their nimble approach to accessible packaging formats, such as cans and kegs. This is an exciting opportunity for growth", enthused Mark Giordano, President Pacific Highway Wines.

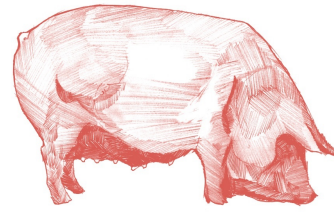
Pacific Highway Wines will represent the following labels:

- HOGWASH California Rosé (750ml, 1.5L, 19.5L Keg, 250ml 2-pk Cans)
- HOGWASH California Sparkling Rosé (250ml, 2-pk Cans).
- '75 Wine Co. Feliz Creek Vineyard Cabernet Sauvignon (750ml and 19.5L Keg)

Nathaniel Dorn, explained the new partnership, "Hogwash Rosé and the '75 Wine Co Cabernet Sauvignon have a terrific track record with consumers and are perfectly poised for national growth. In Pacific Highway Wines, we found a creative and fast-paced partner to help bring these wines to many more thirsty consumers across the country. Cheers to that!"

Pacific Highway Wines company has been in a dynamic state of growth since 2016, tripling the size of its wine portfolio with independently owned and unique offerings. Up 27% in FY21, the business has bullish projections in place for FY22. Recently awarded a 'Fast 50 Company 2021' by the Triad Business Journal of NC, Pacific Highway Wines continues to expand its portfolio and team.

For further information, images or samples, please contact Pacific Highway Wines, Angela Slade, VP Communications; Email: angela@pacific-hwy.com; Tel. 415-819-5131



HOGWASH



The HOGWASH Collection

Ends #

About Pacific Highway Wines: Pacific Highway Wines is a fast-growing, specialized import, sales, and marketing agency headquartered in Greensboro, NC. Owned jointly by New Zealand's Giesen family and Australia's Oatley family, the Pacific Highway portfolio showcases independent brands from coveted wine regions across the globe, with offerings from over thirty premium brands spanning Argentina, Australia, California, Chile, France, Italy, New Zealand, Oregon, Spain and Uruguay. The portfolio offers category leadership in innovative NO/Low-Alcohol offerings, Alternative Formats, and Certified Organic and Sustainable offerings. www.pacific-hwy.com

About HOGWASH: For the past fifteen years, the HOGWASH mission has been to produce a world class California rosé that's fun, timeless, accessible, and ready for anything. Today HOGWASH Rosé is majority sourced from the Clarksville AVA and labelled under the California appellation. With a coral copper hues, floral aromas and citrus, savory berry notes, it is refreshing and appealing. Available in multiple formats, HOGWASH easily partners with an outdoors and adventure-oriented lifestyle. www.hogwashrose.com

About the '75 Wine Co: The '75 Wine Co is a tribute to the creativity and abundance of Californian winemaking. The year 1975 is a nod to the early days of the burgeoning California wine industry, a time dedicated to trials and learning about the nuance, potential and flavors of California's wine regions and unique vineyards. Dedication to premium value and the everyday joy of vibrant, generous flavors mark the backbone of '75 Wine Co Feliz Creek Vineyard Cabernet Sauvignon.

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