



Note: Scores refer to 2018 (Reds) and 2020 (Rosé & Sauvignon Blanc) vintages.

DIXIE & BASS™

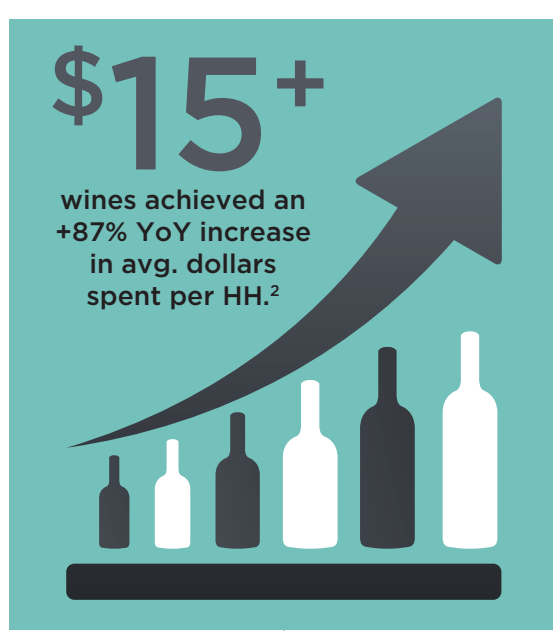
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THE TALL, TALL TALE OF DIXIE & BASS - AN UNEXPECTED PAIRING FROM WASHINGTON STATE'S MOST PRESTIGIOUS AVAS

Uniquely positioned to support sales in the fastest growing categories, Dixie & Bass represents an unlikely friendship that becomes more colorful and exciting when shared over a great bottle of wine. An unexpected pairing of amazing wines.



The Cabernet Sauvignon 2018 received the prestigious Editors' Choice distinction for excellent quality at the price point.



25%

of consumers of the Ultra Premium (\$15-20) category drink 3+ times/week.¹



POINT OF SALE ELEMENTS



The Dixie & Bass characters come from the fertile imagination of Randy Clark, a.k.a. "Fishboy," who turns discarded objects into colorful artwork.

Clark's thought-provoking renditions of Dixie & Bass provide the perfect whimsical look for delicious, mouthwatering wines that pair well with a broad range of cuisines.

Clark lives in Bellingham, Washington. Learn more at www.fishboygallery.com.



Award-winning winemaker Joshua Maloney started making wine over twenty years ago. Joshua's winemaking specialty and focus is applying his vast repertoire of techniques to accentuate the terroir of each parcel of grapes ultimately creating wines that reflect the vineyard, variety, and vintage.

Joshua has earned over 100 90+ scores from major wine publications.



LEARN MORE

Sources: 1) InMar 2021 Intelligence Study 2) NielsenIQ Study, 2020.