



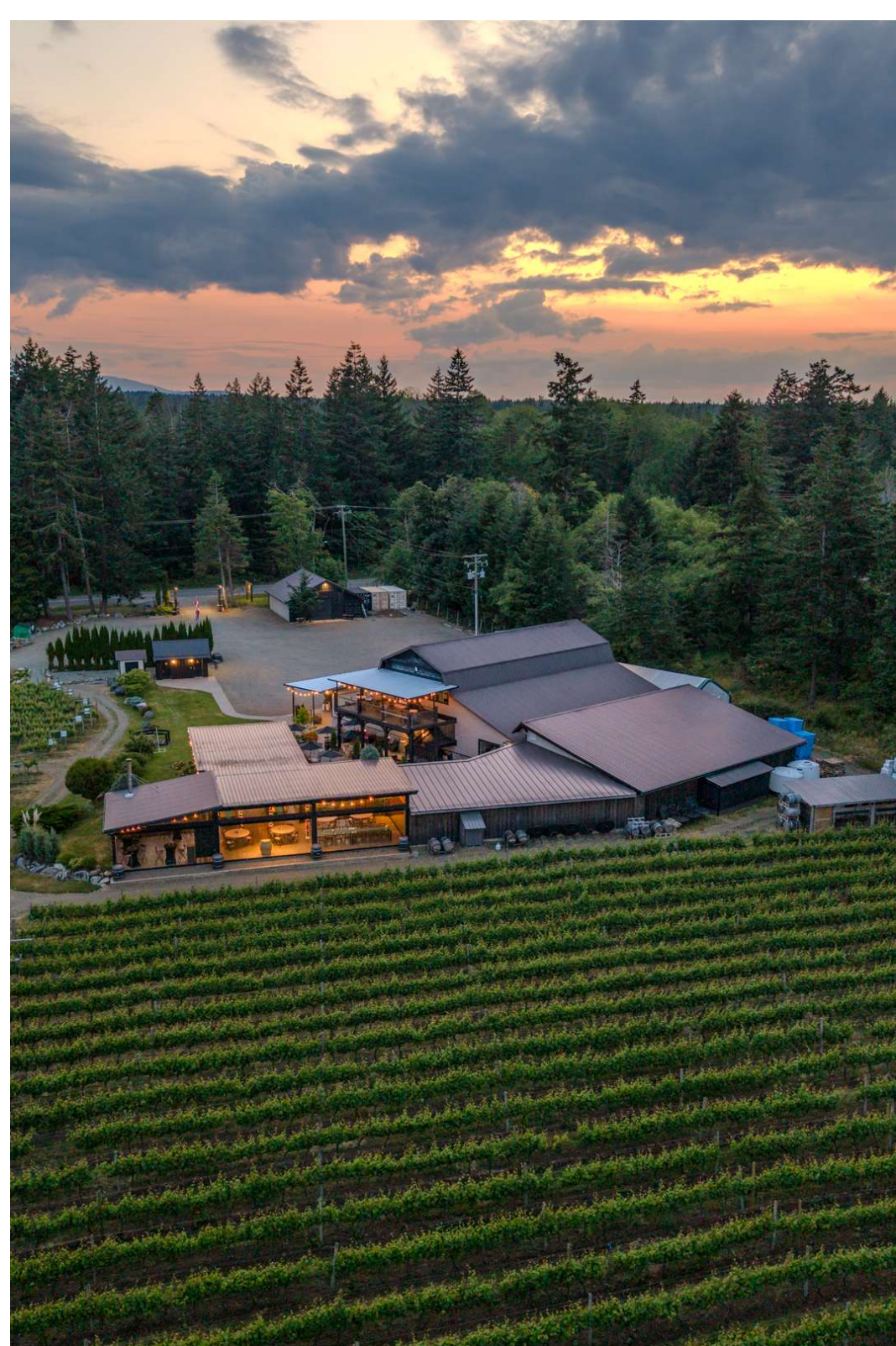
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KNOTS

Delicious by Nature

About

- Established in 2006 – a trusted brand on Vancouver Island
- 4th largest winery on the Island
- Producing **100% Estate Wines** grown **sustainably, vegan, and gluten-free**
- Flagship wine: White Seas – affordable, high-quality VQA blend
- Best awards for French Traditional Method Sparkling Wines & Pinot Noirs
- Multi-award-winning environmental practices
- Open year-round with a thriving event venue
- Community-driven





Production

- Annual production: 5500 to 7500 annually
- Average overall sales growth 7 to 10% since 2014
- **Steady wholesale growth. 2025 saw increases in Wholesale from 15% of total winery sales to 24% of total winery sales.**
- Registered skus are updated with each vintage, rather than creation of new skus
- Two Brands:
 - 40 Knots Wines (17 skus)
 - Knotty Ciders (4 skus)
- Stable production and inventory – no shelf shortages
- **Direct shipment from winery** within 24 to 48-hour turnaround
- Wholesale support by winery employee and owners





Product Highlights

- **100% BC VQA Certified Wines**
- **Wine scores of 90+ points**
- All wines Vegan & Gluten-Free
- Clean, natural winemaking reflecting our coastal terroir
- **85% Noble Grapes**
- Portfolio includes:
 - French Traditional Sparkling
 - French Traditional Sparkling Hard Ciders
 - Still Whites
 - Still Orange [Certified **Light** Wines]
 - Still Rosé
 - Still Red

Awards & Recognition

- People's Choice Award for Best Winery 10 years running
- Voted best Winery, Cidery and Brewery on Vancouver Island (2024)
- Multiple Environmental & Sustainability Awards
- High scores and reviews from respected wine critics
- Featured in local and national publications



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Marketing & Brand Support

- Labels designed to attract demographic
- Strong Social Media Reach: Facebook 6K; Instagram 5k
- Newsletter population 3.5K
- Engaged, loyal audience promoting word-of-mouth sales
- Partnerships with top wine writers and influencers
- Active in community fundraisers and events
- Participation in 4+ major wine festivals annually





Wholesale Sales Support

- Staff tastings with each new SKU or vintage
- **Generous Monthly WPPs**
- Technical sheets with each new release
- Direct-from-winery shipping; case-split options
- Two-case minimum (supports shipping efficiency & carbon reduction)
- Dedicated Wholesale Reps living in territory for support & training



2023

ROSÉ

STILL ROSÉ

Delicious by Nature

At 40 Knots, our wines are Delicious by Nature. This guides us in every step of our winemaking process, from vineyard management, crush pad operations, our service to the customer, and our commitment to the community. We are committed to being Environmentally; Socially; Economically.

Rosé Wine/Vin Rose | 750ml, 20L | Dry



<u>ABV</u> 12.3%	<u>Vessel Ferment</u> SS
<u>RS, g/l</u> 7.76	<u>Vessel Aging</u> SS
<u>pH</u> 3.09	<u>Months Aged</u> 7
<u>TA</u> 9.21	<u>Bottling Date</u> June 18, 2024
<u>PSO2, m/l</u> 16mg/l	<u>Yeast</u> EC1118
	<u>Fining</u> Bentonite
<u>Ingredients</u> Grapes	
<u>Production</u> 550 Cases	
<u>Bottle Shape</u> Burgundy	
<u>Closure/Color</u> Stelvin, Gold	
<u>Serving Temp</u> 6°C	

Demographic Indicator: Estate - Vancouver

Varietals: Gamay Noir 50% Gamay, Beune: Pinot Noir 77% Côte d'or 67%

Harvest: October 11, 2023

Soil: 40 Knots Salish Sea: Glacier deposit sandy gravelly moraine leading to Schist sloping from 31m to 11m above sea level

Pruning VSP (Vertical Shoot Position): Spur

Farming: Traditional Sustainable Farming pesticides. No Irrigation.

Vintage: The 2023 vintage on the Comox thanks to a favorable climate. After a strong warm May spell boosted vine vitality. Cool to an early harvest, with careful hand-picking and capture the unique characteristics of each

Cellar Notes: This was a Knotty one. The heartbreaking. Denser, crush (gentle, have long... painfully long yields quality. Innoc. Knotty way for three months, weekly. Additions, mixing weekly and tasting and Blend, stabilize proteins with lowest level tartrates with temperature and time. Filter

Tasting Notes: A vibrant and refreshing aromas of wild strawberries, ripe raspberries. The palate is bright and lively, with juicy red zest, and a delicate floral note. A crisp, minerality makes this Rosé perfect for unforgettable moments. Serve chilled and freshness.

90 Points

BC sku 998120 | UPC 626990271444 | CPP 10626990271441

AB sku 998120 | UPC 626990271444 | CPP 10626990271441

Keg BC sku 74079

2024	2025	2026	2028	2030
HOLD	DRINK	AT BEST	DRINK	PAST PEAK



Competitive Edge

- Retail-to-Wholesale price gap: **\$6 to \$20+** margin potential
- Strong retailer profitability with fair pricing
- Brand recognition and consumer loyalty across BC
- Clean, natural wines that align with market trends
- Reliable inventory, logistics, and partner communication





SKU 998120

ROSÉ

750 ml



SKU 252445

L'ORANGE

750 ml



SKU 21723

GAMAY

750 ml



SKU 21715

PINOT NOIR

750 ml



SKU 167406

PINOT NOIR CLASSIC



SKU 150563

CARAMBOLAGE

750 ml



ROSE
20 LITRE KEG

89
Pts

SKU 74079



WHITE SEAS
20 LITRE KEG

89
Pts

SKU 156511



CARAMBOLAGE
20 LITRE KEG

90
Pts

COMING SOON SKU 336897



APPLE
CRANBERRY



APPLE
BLACK CURRANT



APPLE
HOPS



APPLE
QUINCE

Wholesale Product Promotions (WPP)

Get ready for unbeatable value!

Each month, 40 Knots offers **Wholesale Price Promotions (WPPs)** with savings of up to **\$5 per bottle** — on top of our already competitive wholesale pricing, which runs up to **\$10 below 40 Knots retail and online prices**. These limited-time offers are the perfect opportunity to boost your margins and move more product. We'll always give you a heads-up before each WPP so you can plan and take full advantage!

40 Knots does not compete with our valued Wholesalers; it is our goal for you to sell more wine than we do in our store.



WHITE SEAS



40
KNOTS

Delicious by Nature
A vibrant blend of Knotty
vineyard's best, pairing
with any dish and perfect
for every occasion. A true
crowd pleaser.



40
KNOTS

Delicious by Nature
Elegant mousse-like
bubbles, vibrant flavors
of berries and exotic
lychee, perfect for
celebrating love.



apple + cranberry



ALL-NATURAL COMOX
VALLEY GROWN AND
CRAFTED,
TRADITIONAL METHOD
BUBBY.
SOPHISTICATED—BUT
A LITTLE KNOTTY.



GRAB ALL 4
SK11238760



Marketing Support

- Eye-catching Shelf Talkers
- Endcap Displays
- In-Store contests with prizes
your customers want

Engage, Educate, and Elevate: Experiential Programs to Boost Sales and Brand Loyalty

- **In-Store Consumer Tastings:** We engage customers with our outgoing personable Wine Associates, complete with a curb sign, glassware, and table display. We encourage staff participation through friendly competition to exceed our top bottle sales during a tasting.
- **Staff Tastings:** We excite store staff with guided tastings, helping them become knowledgeable ambassadors of 40 Knots wines.
- **Winemaker Dinners Tastings:** Host a dinner with our winemaker, pairing 40 Knots wines with your cuisine to deepen relationships and create memorable brand experiences.
- **Aficionado Classes:** Interactive classes designed for your customer.
- **Complimentary Familiarization (FAM) Tours:** Bring your staff to the winery for a behind-the-scenes tour with our winemaker, providing hands-on insight into vineyard and winemaking practices.



A portrait of a woman with shoulder-length blonde hair, smiling, wearing a teal top.

Jessica

Email: [wholesale@40knotswinery.com]



For more
information

A portrait of a woman with long blonde hair, smiling, wearing a light blue blazer.

Brenda

Phone: [778-431-0142]



Enter to
Win