



COURTNEY BENHAM

Where Terrain Shapes Character



COURTNEY BENHAM

Great wines are shaped long before they're made.

Every road has its own character. Some are smooth. Some are rugged. Some demand patience and precision. California's vineyards are no different. Every slope, soil type, elevation and climate leaves its fingerprint on the fruit. Courtney Benham wines are built around one simple belief:

Terroir shapes wine the same way terrain shapes every journey.



Meet Courtney Benham

Growing up on California farmland taught Courtney that great farming begins with understanding the land.

Over more than three decades in the wine industry, that belief evolved into a passion for discovering vineyards capable of expressing California's remarkable diversity.

Every bottle bearing his name reflects a commitment to craftsmanship, patience, and allowing each vineyard to speak for itself.





WINEMAKING TEAM

DIRECTOR OF WINEMAKING | Leslie Renaud

WINEMAKER | Raemy Paterson





WHY CALIFORNIA?

California isn't one wine region.

It's hundreds.

From coastal fog to volcanic mountains to sun-soaked valleys...

California offers one of the world's most diverse collections of terroir.

That diversity allows Courtney Benham to craft wines that are authentic to both variety and place.

COURTNEY BENHAM

The Wines



CALIFORNIA
COLLECTION



CORE
COLLECTION



RESERVE



COURTNEY BENHAM

CALIFORNIA COLLECTION

Crafted for Every Occasion. Inspired by California

Rooted in California's diverse vineyards, the California Collection celebrates varietal purity and everyday craftsmanship. Designed to overdeliver at every price point, these wines are approachable enough for Tuesday night dinner while remaining true to the places they come from.

KEY SELLING POINTS

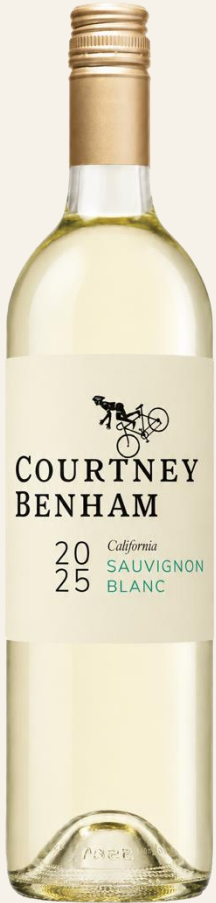
- True varietal character
- Crafted in California
- Exceptional value
- Everyday premium

TARGET CONSUMER

Wine drinkers who crave variety, storytelling, and regional character—typically Millennials and Gen X consumers looking to discover new styles without premium price tags. Ideal for those seeking personality and quality in every bottle.

COURTNEY BENHAM

CALIFORNIA COLLECTION



2025 Sauvignon Blanc

AVA
California

PROFILE

Bright, vibrant,
herbaceous, lemon,
lime, pomelo, kiwi,
melon



2025 Chardonnay

AVA
California

PROFILE

Crisp, racy, minerally,
citrus, Honeycrisp apple,
pear, pineapple



2024 Pinot Noir

AVA
California

PROFILE

Lush, expressive, cherry,
raspberry coulis,
mulberry, vanilla, spice



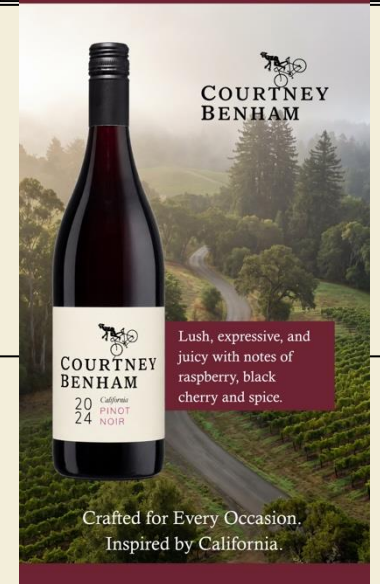
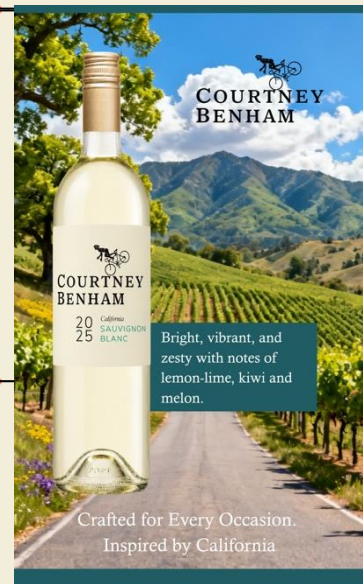
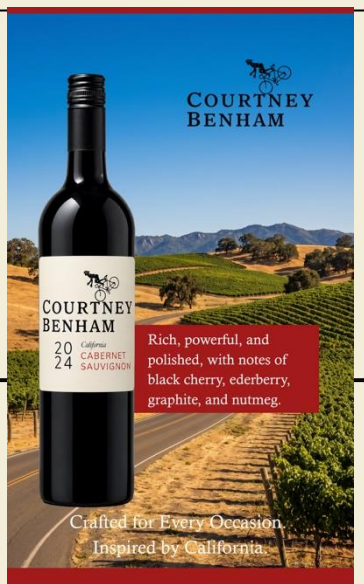
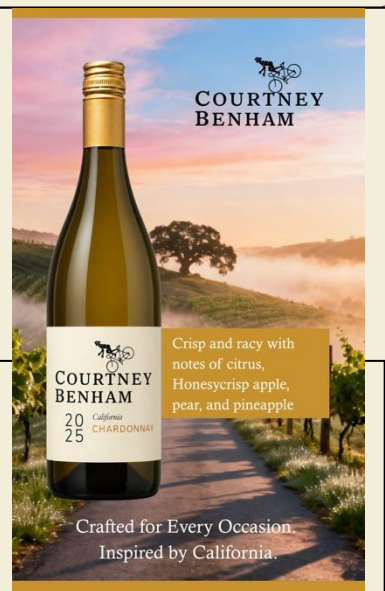
2024 Cabernet Sauvignon

AVA
California

PROFILE

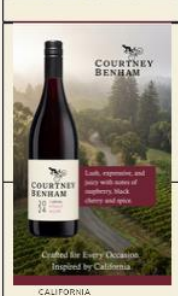
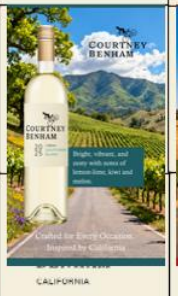
Rich, powerful, polished,
dark cherry, elderberry,
graphite, nutmeg,
leather

INDIVIDUAL SKU CASE TUCKERS

			
 COURTNEY BENHAM 2020 California PINOT NOIR Lush, expressive, and juicy with notes of raspberry, black cherry and spice. Crafted for Every Occasion. Inspired by California. CALIFORNIA	 COURTNEY BENHAM 2020 California SAUVIGNON BLANC Bright, vibrant, and zesty with notes of lemon-lime, kiwi and melon. Crafted for Every Occasion. Inspired by California. CALIFORNIA	 COURTNEY BENHAM 2020 California CABERNET SAUVIGNON Rich, powerful, and polished, with notes of black cherry, elderberry, graphite, and nutmeg. Crafted for Every Occasion. Inspired by California. CALIFORNIA	 COURTNEY BENHAM 2020 California CHARDONNAY Crisp and racy with notes of citrus, Honesycrisp apple, pear, and pineapple Crafted for Every Occasion. Inspired by California. CALIFORNIA

LARGE DISPLAY PIECES



			
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COURTNEY BENHAM

CORE COLLECTION

Napa Without the Napa Price

The Core Collection showcases two of Napa Valley's defining varieties: Chardonnay and Cabernet Sauvignon.

Sourced from premium Napa vineyards and crafted with restraint, balance and precision, these wines consistently outperform expectations and price.

KEY SELLING POINTS

- 90+ ratings
- Napa AVA
- Premium fruit
- Exceptional value

TARGET CONSUMER

Established wine drinkers seeking trusted, regional wines that offer both quality and value. Ideal for Gen X and older Millennials who are selective, brand-aware, and willing to trade up for craftsmanship and AVA distinction.



COURTNEY BENHAM



2024
Chardonnay

AVA
Napa Valley

WINEMAKING

- Gently pressed
- Barrel fermented, full ML
- Aged 10 months in 25% new French oak

PROFILE

Ripe, creamy, pear, pineapple, lemon crème, oak spice



2022
Cabernet Sauvignon

AVA
Napa Valley

WINEMAKING

- Small-lot fermented
- Aged 16 months in 40% new French & American oak

PROFILE

Powerful, composed, blackberry, cassis, cedar, cocoa



COURTNEY BENHAM

RESERVE

Crafted with Precision. Reserved for the Exceptional.



COURTNEY BENHAM RESERVE

The Pinnacle of Place

Reserve wines begin with extraordinary vineyards.

Produced in limited quantities from exceptional Napa Valley sites, these wines showcase the highest expression of Courtney Benham's philosophy, allowing remarkable terroir to speak with clarity.

KEY SELLING POINTS:

- Limited production
- Single Vineyard
- Reserve
- 95+ style positioning

TARGET CONSUMER:

Discerning wine enthusiasts seeking small-lot, site-specific wines with age-worthiness and pedigree. Ideal for luxury retail, high-end restaurant placements, and wine club exclusives.



COURTNEY BENHAM

R E S E R V E



2022

Reserve Cabernet Sauvignon

AVA

Napa Valley (Oak Knoll, Rutherford)

WINEMAKING

Gently pressed, barrel fermented, full ML, aged 10 months in 25% new French oak

PROFILE

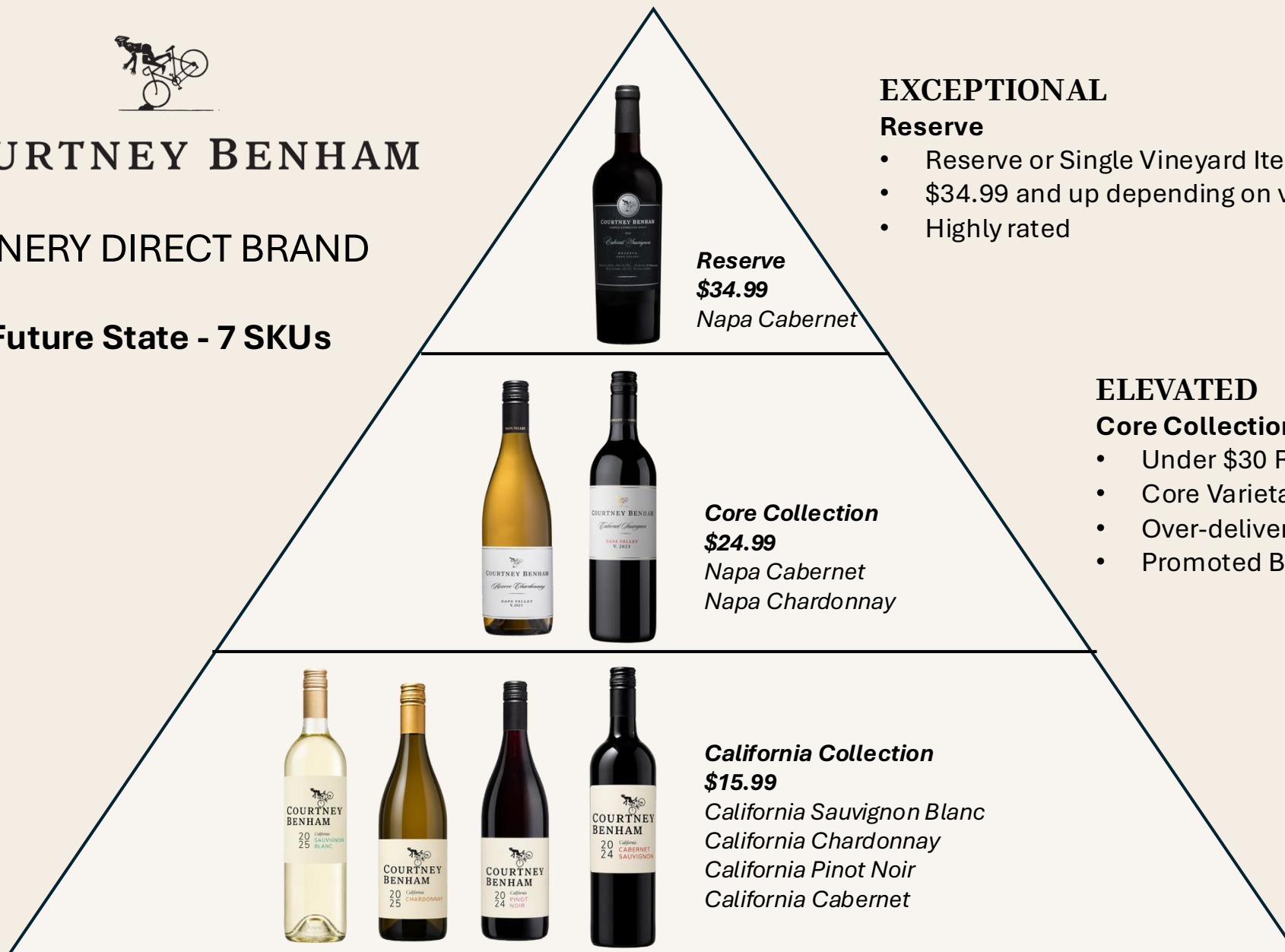
Bold and balanced with blackberry, cassis, and cocoa powder—framed by polished tannins and elegant oak spice.



COURTNEY BENHAM

WINERY DIRECT BRAND

Future State - 7 SKUs



EXCEPTIONAL

Reserve

- Reserve or Single Vineyard Items,
- \$34.99 and up depending on vineyard
- Highly rated

Reserve

\$34.99

Napa Cabernet

ELEVATED

Core Collection

- Under \$30 Rated Napa wines.
- Core Varietals from Napa
- Over-delivers for price
- Promoted Brand

Core Collection

\$24.99

Napa Cabernet

Napa Chardonnay

EVERYDAY

California Collection

- CA AVA
- High-quality, true to varietal
- Accessibility without compromise
- Commitment to craft, true CA terroir

California Collection

\$15.99

California Sauvignon Blanc

California Chardonnay

California Pinot Noir

California Cabernet



COURTNEY BENHAM

Selling Courtney Benham

“When a customer says...”

“I need a good California Chardonnay.”

Courtney Benham California Chardonnay

“I usually buy Decoy.”

Courtney Benham Core Collection

“I want Napa, but under \$30.”

Courtney Benham Core Collection

“I usually buy Stags’ Leap.”

Courtney Benham Reserve Cabernet

“I’m looking for something special.”

Courtney Benham Reserve Cabernet

“I want a good Pinot for around \$20.”

Courtney Benham California Pinot Noir



COURTNEY BENHAM

Why Courtney Benham Wins



California Expertise

- Courtney has spent decades sourcing from exceptional vineyards



Crafted Without Compromise

- Winemaking guided by place



Terroir First

- Every wine starts with the vineyard



Exceptional value

- Authentic California wines that consistently overdeliver