



CAMELOT

VINEYARDS & WINERY

Whether holding court over a family feast, or enjoying a quiet moment surveying your kingdom, the complex fruit flavors and sumptuous structure of Camelot wine promise to make your everyday moments legendary.

CAMELOTWINES.COM





KEY SELLING POINTS

- Established in 1993, Camelot has earned a reputation for consistent quality and taste
- Loyal customer base with over 3 million cases sold
- Over 500 medals from major wine competitions

BRAND STORY

Our wines are inspired by the legend of Camelot, one of honor, nobility and character. Camelot wines are a great value and bring out the best in food, friends and special occasions. Established in 1993, Camelot has earned its reputation as being a wine with character, dependable quality and consistent taste. The core varietals of Chardonnay, Pinot Grigio, Merlot, Pinot Noir and Cabernet Sauvignon are aimed at traditional wine enthusiasts who know what they like and come back for more.

WINEMAKING APPROACH

At Camelot we combine state-of-the-art technology with Old World artisan winemaking techniques to craft premium wines that consistently over-deliver on quality. Oak is used to accent, rather than dominate the fresh, lively fruit that is the hallmark of Camelot wines. We know California's viticultural regions inside and out, from the Central Coast, with its alluvial soils and marine-influenced microclimates, to the warm, hilly expanses of the historic Sierra Foothills Gold Country, and we have built relationships with wine growers that have stood the test of time. We have worked with growers in these areas for a generation, and have selected each region for its best grape varieties. We then source fruit from outstanding vineyards in each appellation to craft wines that consistently over-deliver on quality.

CAMELOT VARIETAL INFORMATION

Varietal	CABERNET SAUVIGNON	CHARDONNAY	MERLOT	PINOT GRIGIO	PINOT NOIR	MOSCATO	RED BLEND
Vineyards	North Valley	Lodi, Madera	Lodi	Lodi	Lodi	California	Madera
Winemaking	Stainless steel fermentation; 8 months in French and American oak	Stainless steel fermentation; sur lie aging in French and American oak	Stainless steel fermentation; 7 months in French and American oak	Stainless steel fermentation; no oak aging	Stainless steel fermentation; 7 months in French and American oak	Stainless steel fermentation; minimal aging	Stainless steel fermentation; 6 months in French and American oak
Taste Profile	Black cherry and ripe fruit, supported by refined tannins to create a long, elegant finish	Notes of peach and marshmallow with creamy oak tones that add to the complexity	Rich notes of smoky oak with cherry and dark fruit flavors	Aromas of citrus and lively tropical and peach flavors	Complex bouquet of strawberry and spiced orange	Pale lemon hue with aromas of jasmine, nectar and a bright acidity	Ruby hue, nose of blackberry and fresh herbs with flavors of dark fruit for a firm yet juicy finish

