



DAY OWL

THE WISE CHOICE

ABOUT DAY OWL

The Day Owl brand is a toast to paradoxes. Our name is straightforward yet contradictory. Our wine is distinct yet has mass appeal. Our blue is fierce yet elegant. Our icon is detailed yet simple. Nothing about Day Owl—including the people who drink it—can be put into a box, and that is the way we like it.

SELLING POINTS

- Lead Winemaker Alyssa Reynolds painstakingly sources and blends to create a perfectly balanced, true-to-California rosé.
- Day Owl has 0g sugar and is vegan-friendly. You're welcome :)
- We don't believe in one-size-fits-all. Day Owl has a format for every. single. occasion.

FAMILY

			
750mL Rosé	375mL Rosé	250mL Can 4-Pk Rosé	19.5L KEG Rosé



GLOW UP WITH @DAYOWLWINES

WINEMAKER NOTES

Day Owl Winemaker Alyssa Reynolds is a California native with a degree in Viticulture and Enology. As a self-proclaimed foodie and amateur mixologist, bringing new flavors and sensory experiences together is where her passion lies. She also happens to be one of the wittiest humans you'll ever meet, but you'll just have to take our word for that.

Alyssa considers Day Owl to be a 'very intentionally made' rosé. She carefully selects our grapes from the Paso Robles and Central Coast regions of California. Barbera is the primary varietal in our rosé, which thrives in this region of California. Barbera's berry flavors and reputation for being so versatile with food make it the perfect backbone for a unique yet crowd-pleasing wine. Alyssa rounds out the blend with Grenache and Syrah, all pressed with minimal skin contact and cool fermented in stainless steel tanks.

BRAND ACCOLADES AND CERTIFICATIONS



91

2019 ROSÉ
WINE.COM
April, 2020

90/GOLD

2019 ROSÉ
**SUNSET INTERNATIONAL
WINE COMPETITION**
July, 2020

GOLD

CAN PACKAGE DESIGN
**INTERNATIONAL CANNED
WINE COMPETITION**
August, 2020

POS SUPPORT



Ice Buckets



Tap Handles



DAY OWL