

# Introduction to Black Box Wines

BLACK BOX  
W I N E S

CONSTELLATION ACADEMY  
*of* WINE

# Presentation Overview

- The Black Box Story
- The Box
- Environmental Impact
- Vineyards
- Portfolio
- Winemaker
- Summary
- Additional Information

# The Black Box Story



- ❑ Ryan Sproule founded Black Box in 2003
- ❑ First to offer, in a box
  - Super-premium
  - Premium sourcing
  - Vintage-dated
- ❑ Additional Information:
  - 2004 Black Box [Video](#) (3 min)



# The Box



- ❑ Superior convenience
  - Portable
  - Unbreakable
  - No corkscrew required
- ❑ Preserves freshness longer; weeks instead of days
- ❑ Value:
  - 3L box = 4 - 750ml bottles
  - Cost reduction in packaging returned as more wine
- ❑ Additional Information
  - Consumer Reports [video](#) on boxed wine (1:06 min)
  - Brand Packaging [article](#), published 7/1/06
  - Black Box [video](#) on opening boxed wines (0:20 min)

# Environmental Impact



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## □ Environmentally friendly

- < Energy to produce and transport
- ½ the carbon footprint of equivalent bottles
- 85% less landfill waste
- Fully recyclable box; internal bag recyclable in some places



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# Vineyards



# Portfolio



- ❑ Base tier
  - California Cabernet
  - California Merlot
  - Central Coast Shiraz
  - Monterey Chardonnay
  - Columbia Valley Riesling
  - Pinot Grigio from Veneto
  - Sauvignon Blanc from New Zealand
  - **New** Malbec from Argentina
- ❑ Reserve tier
  - Napa Valley Chardonnay
  - Sonoma Merlot
- ❑ Additional Information:  
Black Box mobile [profiles](#)

# Wines



- ❑ California Cabernet
  - Full-bodied
  - Flavors of juicy red berries and chocolate; smooth tannins
- ❑ California Merlot
  - Lush, fruity aromas
  - Intense plum and cherry flavors with smoky, vanilla oak nuances; soft tannins
- ❑ Monterey Chardonnay
  - Tropical aromas
  - Hints of pineapple, green apple and lemon; touch of sweetness on the finish
- ❑ Additional Information: Black Box mobile [profiles](#)

# Winemaker – Kris Kato



- ❑ Various winemaking roles across California
- ❑ Philosophy: “create quality wines that are approachable and enjoyable on a daily basis”
- ❑ Recognition
  - Most decorated boxed wine brand
  - 12 Wine Enthusiast Best Buys
  - 13 Gold Medals

# Summary



- ❑ Delivers world-class wines from the world's best winemaking regions
- ❑ Most awarded box wine
  - 13 gold medals
  - 12 Wine Enthusiast Best Buys
- ❑ True value: 4 bottles in one box; ~\$5-6 per bottle
- ❑ Delivers
  - Quality
  - Value
  - Convenience
- ❑ #1 premium 3L box brand in the U.S.

# Additional Information

- ❑ Black Box [website](#)
- ❑ Black Box Mobile [Profiles](#)
- ❑ Constellation Wines US [website](#)
- ❑ Constellation Academy of Wine [website](#)

Thank You

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