



XWINERY.COM



## REED RENAUDIN, FOUNDER AND HEAD WINEMAKER, HAS MADE A CAREER OF BEING THE CONSUMMATE OUTSIDER IN THE ULTIMATE INSIDER'S BUSINESS.

In the 11-year ascent of X Winery from mere thoughts to a trailblazer in the wine industry, Reed has spared no effort in selling his products across the country. Since the winery was but a twinkle in his eye, he has espoused the kind of spirit and tenacity necessary to take on the entrenched names and brands that dominate the wine business.

Characterized by a grizzled two-day shadow, his is the face of a new movement transforming the wine business and leveling the playing field for the average consumer. The task of converting existing connoisseurs and changing perceptions of many outsiders, however, has been an uphill battle.

"Despite our successes in utilizing new technology, lowering production costs, and outperforming and underselling our competition, this is not for the faint of heart. We are up against unlimited financing, a glutted market, and history," Renaudin says.

Stemming from a MBA business plan hatched by Reed at Cal Poly, San Obispo, X Winery has the stated goal of creating wines with an outstanding value for consumers.



This has come to fruition as a result of the innovative production methods, creative sales techniques, and inventive management practices.

Reed knows the industry from his MBA work, studies in enology at UC Davis, and experience winemaking at several high profile wineries here and abroad. Throughout his long career however, Reed has always viewed the customer as the highest priority.

"We develop our following by basing our products off of consumer tastes," Renaudin says. "We don't tell customers what they want, we listen. It's just common sense."

Through hard work, singular vision, and unmatched drive, Reed has built a brand on vineyard partners, extensive distribution networks, production facilities, and consumer feedback. He has put the wine world on notice by creating a new discussion on how to produce premium, transcendent products at modest prices.



# CREATIVITY MAKES THINGS BETTER.

MAN  
IFESTO

GOOD  
AT  
WINE

**X Winery's Reed Renaudin  
creates innovative blends you  
won't find in any rulebook -  
because people don't drink rules.  
They drink wines. Reed explores  
possibilities more traditional  
winemakers never consider  
because he follows only one rule:  
MAKE WINES PEOPLE  
LOVE TO DRINK!**



## **Why Blends?**

*Something New Every Vintage*

Each year will bring a new blend with its own distinct aromas and flavors. While the individual characteristics will change, the blends will always have the same easy to drink, approachable style. You may not always know what Reed will create next, but you can be assured that you'll love it just as much as the previous year's blend. Although our single varietal wines are delicious, when blended they surpass themselves to a whole new level of excellence.

## **Unique by Design**

A unique growers program, developed by our winemaker and founder Reed Renaudin, gives him access to incredible fruit sources. With an abundance of amazing fruit from some of California's top growers, Reed is able to hand select and find the most harmonious combinations for our blends.

## **Not bound by Rules**

Unlike European wineries bound by strict laws on what can be blended with what or conventional wineries too timid to break the rules of convention, X lets the wine speak for itself. Reed believes the best blends are achieved when the wines themselves dictate the formula. How would a Mourvèdre, Grenache, Zinfandel Syrah blend taste? Find out.



# CREATIVITY MAKES THINGS BETTER.

MAN  
IFESTO

## WINE



### BIG GUN

#### Red Blend

This is no roided out muscle-bound lummoX of a red blend ...no, this is the real deal. Reed Renaudin, winemaker for X, crafted this blend by using fruit from some of California's top growers. He then skillfully assembled this wine, which is not about definition but more about the quality of the tone.

*California*



### KNOCKOUT

#### White Blend

Don't let this sweetheart fool you, she's not your typical white wine. Drawing on connections at some of California's most sought-after vineyards, winemaker Reed Renaudin brought out her natural beauty. A unique blend that is approachable, yet sophisticated, this KNOCKOUT will tease and please...your palate!

*California*



CREATIVITY MAKES THINGS BETTER.

MAN  
IFESTO

PRESS

**BEVERAGE DYNAMICS**

90 POINTS

**WINE & SPIRITS**

BEST BUY

**WINE ENTHUSIAST**

EDITORS' CHOICE

**THE WINE ADVOCATE**

89 POINTS



**CONNOISSEURS' GUIDE**

87 POINTS

**MUTINEER**

"...X WINERY IS CONSISTENTLY  
PUTTING OUT SOME  
AWESOME WINES..."

**WINE SPECTATOR**

88 POINTS

**THE TASTING PANEL**

90 POINTS