



# SEAN MINOR®

## Sales Deck



## About Us

At Sean Minor Wines, we're all about crafting wines that capture the spirit of modern-day California. Founded in 2005 by husband and wife team Sean and Nicole Minor, our family-owned winery is committed to sustainable practices and sourcing the finest grapes. Our wines are varietally true, high-quality, and can be found in all 50 United States and 10 countries. For us, it's about sharing our love for great wine and time spent together. Learn more about the brand at [seanminorwines.com](https://seanminorwines.com) and on Instagram [@seanminorwines](https://www.instagram.com/seanminorwines).

## Sourcing Our Wines

We source our grapes from renowned wine appellations and work with experienced and sustainable farms throughout California. We've developed strong relationships with some of the best growers in the industry so that we can contract the finest fruit.

## Winemaking Approach

Our wines are made in a way that represents their labeled varietal, showing a sense of place, or terroir. To present this "true varietal" character from specific regions, the aromas must provide varietal consistency and the mouth-feel must be balanced on entry, through the mid-palate, and into the finish. Not one element stands above the other, they are integrated.



*Pictured: Nicole, Sean, and Elle Minor*

### QUICK FACTS

Located in Sonoma, California

Sold in 50 US states & 10 countries

Carried in 11K+ accounts nationwide

Leading Wine: Signature Series Pinot Noir



## Our Team

As a proud, family-owned and operated company, we're supported by a wonderful team that work passionately to bring Sean Minor Wines to our valued consumers.

### Sean Minor - Owner, Founder, & Winemaker

Sean Minor boasts a remarkable 35-year career in the wine industry, having worked at Beaulieu Vineyard, King Estate Winery, Benton Lane Winery, and Renwood Winery. He established Sean Minor Wines in 2005.

### Nicole Minor - Owner & Marketing Director

Nicole Minor leads all brand communications, marketing, and customer experience efforts with her natural talent for building connection and community with our beloved consumers.

### Elle Minor - Winemaker

As the newest member of our team, Elle joins Sean Minor Wines to continue building our family legacy after holding positions with J.Lohr, Calera Winery, and Epoch Winery.



## Our Collections

### California Series

Made to celebrate the fruit of California and pair with every occasion. This collection is for your everyday wine lover, landing at an approachable price for weekday pairings.

### Signature Series

Produced from grapes grown in some of the most prestigious winegrowing regions in California, these wines are expressive, terroir-driven, and made for the wine enthusiast.

### Invited Series

The Invited Series wines are made for life's special celebrations. These wines have limited runs and are a more exclusive offering.

## Contact + Resources

### Nicole Minor

Marketing Director + Media Contact

[nicole@seanminorwines.com](mailto:nicole@seanminorwines.com)

[Press Images](#) | [Brand Video](#)



# SEAN MINOR®

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## California Series

Made to celebrate the fruit of California and pair with every occasion. This collection is for your everyday wine lover, landing at an approachable price for weekday pairings.

- Sean Minor 2023 Sauvignon Blanc - California New Release
- Sean Minor 2022 Chardonnay - California **91** Pts WE Best Buy
- Sean Minor 2022 Pinot Noir - California **90** Pts WE Best Buy
- Sean Minor 2023 Cabernet Sauvignon - Paso Robles **93** Pts TP
- Sean Minor 2024 Rosé - California **91** Pts WE Editors' Choice



## Signature Series

Made for the wine enthusiast and produced from grapes grown in some of the most prestigious winegrowing regions in California. These wines are expressive and terroir-driven.

- Sean Minor 2022 Chardonnay - Sonoma Coast **93** Pts TP, **91** Pts WE
- Sean Minor 2023 Pinot Noir - Sonoma Coast **91** Pts WE, **92** Pts WS
- Nicole Marie 2023 Red Blend - North Coast **93** Pts WE, **94** Pts TP
- Sean Minor 2022 Cabernet Sauvignon - North Coast **91** Pts WE



## Invited Series

The Invited Series wines are made for the wine enthusiast's special occasions. These wines have limited runs and are a more exclusive offering.

- Sangiacomo Roberts Road Vineyard 2023 Pinot Noir **91** Pts WE
- Rossi Ranch 2023 Grenache **95** Pts TP **91** Pts WE
- Denmark St. Vineyard 2024 Sauvignon Blanc **92** Pts WE, **94** Pts TP



## Signature Series

### Sean Minor Chardonnay - Sonoma Coast

Aromas of apple, pear, tropical citrus and pineapple with subtle notes of cardamom, cinnamon and vanilla spice. Crisp vibrant flavors of guava, pear and green apple with a touch of minerality and a medium body mouth feel. Natural malolactic fermentation progressed on majority of lots after primary fermentation. Aged in French Oak barrels for a total of 10 months before bottling.

### Sean Minor Pinot Noir - Sonoma Coast

Both Pommard and Dijon clones from carefully selected vineyard sites throughout one of California's most prized Pinot Noir growing regions. The wine spent 10 months in French oak (20% new) before release. Bright cherry and berry flavors with earthy and sweet oak notes throughout the mid-palate. The spicy finish lingers on the palate framed by fresh fruit and silky round tannins.

### Sean Minor Cabernet Sauvignon - North Coast

Flavors of blackberries and ripe plum fill the mid-palate, entwined with black currant, mocha and black pepper, providing for a full-bodied and rich wine experience. The soft tannins and sweet oak balance lead to a long and lingering finish.

### Sean Minor Nicole Marie - North Coast

Unique blend of Merlot, Zinfandel, and Petite Sirah. With aromas of cassis and vanilla, flavors of blueberries and dark cherry combine with hints of oak spice, soft tannins and sweet oak balance with a long lingering finish.

## California Series

### Sean Minor Sauvignon Blanc - California

Sourced from Sonoma County and Lodi, a portion of the wine was aged sur-lie in neutral oak to give an extra layer of depth and texture, while the remaining grapes were vinified in stainless steel, resulting in balanced crispness. Aromas of melon, orange blossom and a touch of tropical notes, with citrus grapefruit acidity and a medium body, with a hint of minerality.

### Sean Minor Chardonnay - California

With grapes from Monterey and Mendocino County, a portion of the wine was aged in small French Oak while the remaining lot was aged in stainless steel, with a portion undergoing malolactic fermentation. The resulting wine has aromas of white peach, pears and tropical nuances balanced with subtle notes of oak and butter and crisp acidity.

### Sean Minor Rosé of Pinot Noir - California

Produced using the classic saignée method, allowing juice to remain in contact with the skins for about 24 hours. The juice is "bled" from the tank before fermentation begins and inoculated on its own, in a separate tank. The resulting wine is fermented dry developing its pink color, aromatics, and bright fruit flavors.

### Sean Minor Pinot Noir - California

Harvested from optimal sites throughout Arroyo Seco, Monterey, and Mendocino County. This wine displays aromas of cherry, strawberry, and raspberry fruit with a hint of earthy notes. Bright flavors of strawberry and cherry combined with hints of tobacco. The bright acidity combined with sweet oak results in a lingering finish.

### Sean Minor Cabernet Sauvignon - Paso Robles

Displaying the region's capacity for lushly textured and deeply seductive wines, this Cab is ruby in color with aromas of black cherry, plum and violets. Ripe flavors of blackberries and raspberries, combined with hints of savory spices, coat the palate. The soft tannins and sweet oak balance lead to a long and lingering finish.

## Invited Series - Limited Release

### Sean Minor Sauvignon Blanc - Denmark Street - Sonoma Valley

This Sonoma Valley Sauvignon Blanc is nurtured through regenerative farming practices to uphold soil health with the utmost care. The grapes are gently pressed at 55° F and 22 Brix, then undergo native fermentation in 30% stainless steel and 70% locally made Amphorae. Savor the carefully crafted flavors of pluot, pineapple, and star fruit, delicately intertwined with subtle hints of clean salinity, hazelnut, and allspice.

### Sean Minor Pinot Noir - Sangiacomo Roberts Road Vineyard - Petaluma Gap

Single vineyard blend of Dijon 777 and Pommard clones from carefully selected blocks within the vineyard. Aged 10 months in 100% French medium toast oak barrels of which 50% are new. Aromas of strawberry, cranberry, dark cherry, violet and forest floor. Dark fruit flavors with a perfectly balanced mouth feel that carries through the mid palate, creating a rich lingering finish.

### Sean Minor Grenache - Rossi Ranch - Sonoma Valley

Dark ruby in color with aromas of dark cherry, wild strawberry, white pepper, sandalwood and lavender. On the palate, the amazing texture is prominent wild black cherry, strawberry, new leather with a nice integration of oak and balanced tannins. It's full-bodied, providing a powerful and complex flavor profile with velvety texture, balanced freshness and a sweet oak extra-long finish.

## 2025 AWARDS AND ACCOLADES

### **Jeb Dunnuck – Jul 2, 2025**

- 90 Points: 2023 Sean Minor Signature Series Chardonnay, Sonoma Coast
- 90 Points: 2023 Sean Minor Signature Series Pinot Noir, Sonoma Coast
- 91 Points: 2023 Sean Minor Invited Series Pinot Noir Sangiacomo Roberts Road Vineyard, Petaluma Gap

### **The Tasting Panel Kyle Billings' Column – Jul 1, 2025, Sept Issue**

- 94 Points: 2024 Sean Minor Invited Series Sauvignon Blanc, Denmark St. Sonoma Valley

### **Wine Enthusiast Hidden Gem – Jun 2025, Oct Issue**

- 92 Points: 2024 Sean Minor Invited Series Sauvignon Blanc, Denmark St. Sonoma Valley

### **Wine Enthusiast Editors' Choice – Jun 2025, Oct Issue**

- 91 Points: 2024 Sean Minor California Series Rosé of Pinot Noir, California

### **Wine Spectator Tasting Highlights– Jun 16, 2025**

- 92 Points: 2023 Sean Minor Signature Series Pinot Noir, Sonoma Coast

### **OC Fair Commercial Wine Competition – July, 2025**

- Gold, 90 Points: 2024 Sean Minor California Series Rosé of Pinot Noir, California
- Gold, 90 Points: 2023 Sean Minor Signature Series Chardonnay, Sonoma Coast

### **The Tasting Panel Kyle Billings' Column – Jun 3, 2025, Sept Issue**

- 93 Points: 2023 Sean Minor California Series Cabernet Sauvignon, Paso Robles

### **International Women's Wine Competition – May, 2025**

- Gold, 90 Points: 2024 Sean Minor California Series Rosé of Pinot Noir, California

### **Experience Rosé Wine Competition – May, 2025**

- Gold, 92 Points: 2024 Sean Minor California Series Rosé of Pinot Noir, California

### **California State Fair Commercial Wine Competition – July, 2025**

- Double Gold, 99 Points: 2023 Sean Minor California Series Chardonnay, California
- Gold, 94 Points: 2023 Sean Minor Signature Series Pinot Noir, Sonoma Coast

### **Wine Enthusiast – Apr 7, 2025, Jun/Jul 2025 Issue**

- 91 Points: 2023 Sean Minor Signature Series Pinot Noir, Sonoma Coast

### **Wine Enthusiast – Apr 7, 2025, May 2025 Issue**

- 91 Points: 2022 Sean Minor Signature Series Cabernet Sauvignon, North Coast

### **LA Int'l Wine Competition – Apr 1, 2025**

- Gold, Best of Class, 94 Points: 2023 Sean Minor Signature Series Nicole Marie Red Blend, North Coast
- Gold: 2023 Sean Minor Signature Series Pinot Noir, Sonoma Coast

### **The Tasting Panel, Brian Freedman's column – Mar 8, 2025, May 2025 Issue**

- 90 Points: 2023 Sean Minor Signature Series Pinot Noir, Sonoma Coast

**2025 (continued)****San Diego Intl Wine & Spirits Challenge – Jan 25, 2025**

- Gold, 91 pts: 2022 Sean Minor Signature Series Chardonnay, Sonoma Coast

**Wine Enthusiast – Jan 27, 2025, Winter 2025 Issue**

- 91 Points: 2023 Sean Minor Invited Series Grenache, Sonoma Valley

**Wine Enthusiast – Jan 27, 2025, Winter 2025 Issue**

- 91 Points: 2023 Sean Minor Invited Series Pinot Noir, Sangiacomo Roberts Road Vineyard, Petaluma Gap

**San Francisco Chronicle Wine Competition – Jan 17, 2025**

- Best of Class: 2023 Sean Minor Signature Series Nicole Marie Red Blend, North Coast
- Gold: 2021 Sean Minor Signature Series Cabernet Sauvignon, North Coast

**2024 AWARDS AND ACCOLADES****Wine Enthusiast Best of Year – Dec Issue, 2024**

- 93 Points: 2023 Sean Minor Signature Series Nicole Marie Red Blend, North Coast

**Wine Enthusiast Best of Year – Dec Issue, 2024**

- 91 Points: 2022 Sean Minor Signature Series Chardonnay, Sonoma Coast

**The Tasting Panel Michael Franz “Franz Files” – Sept 9, 2024, Nov Issue**

- 94 Points: 2023 Sean Minor Invited Series Pinot Noir, Sangiacomo Roberts Road Vineyard, Petaluma Gap

**The Tasting Panel Michael Franz “Franz Files” – Sept 9, 2024, Nov Issue**

- 95 Points: 2023 Sean Minor Invited Series Grenache, Rossi Ranch Sonoma Valley

**Sommeliers Choice Awards – June 20, 2024**

- 92 Points: 2022 Sean Minor Invited Series Pinot Noir Sangiacomo Roberts Road, Petaluma Gap

**Sommeliers Choice Awards – June 20, 2024**

- 90 Points: 2022 Sean Minor Invited Series Grenache Rossi Ranch, Sonoma Valley

**The Tasting Panel The Franz Files – May 16, 2024 July Issue**

- 93 Points: 2022 Sean Minor Signature Series Chardonnay, Sonoma Coast

**Wine Enthusiast Best Buy – June 17, 2024, Aug/Sept Issue**

- 90 Points: 2022 Sean Minor California Series Pinot Noir, California

**Wine Enthusiast Best Buy – June 17, 2024, Aug/Sept Issue**

- 92 Points: 2023 Sean Minor California Series Rosé of Pinot Noir, California

**Wine Enthusiast – Apr 29, 2024, Jun/Jul Issue**

- 92 Points: 2022 Sean Minor Signature Series Nicole Marie Red Blend, North Coast

**Wine Enthusiast – Apr 29, 2024, Jun/Jul Issue**

- 92 Points: 2021 Sean Minor Signature Series Cabernet Sauvignon, North Coast

**Wine Enthusiast Best Buy – Apr 29, 2024, Jun/Jul Issue**

- 91 Points: 2022 Sean Minor California Series Chardonnay, California

**LA Int’l Wine Competition – Apr 5, 2024**

- Gold, Best of Class, 95 Points: 2022 Sean Minor California Series Sauvignon Blanc, California

**Wine Enthusiast Best Buy – Mar 19, 2024, Jun/Jul Issue**

- 91 Points: 2022 Sean Minor California Series Sauvignon Blanc, California



# POS materials available to download from our website.

## Bottle Shots



## Tech Sheets



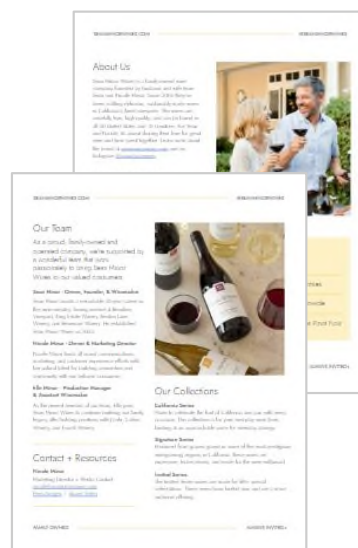
## Labels



## Shelf Talkers



## Sell Sheets



## Case Cards

