

LUNA & FINN



STORY

In addition to my music, I've had a love for food and wine now for many years, I've made food, I've created cookbooks, drank wine, and now I feel this is a perfect time to marry the two together and create my own wine, "Luna & Finn" for my family, and to share with the world. Luna, our regal and confident black cat, showed up on our back porch one summer night and, thankfully, chose to stay. Finn, my daughter's playful, curious, and charming puppy, stole our hearts from the moment we met. Together they inspired this wine – a blend that is both elegant and approachable. I've learned that it's the memories you make in this life that matter the most. My hope is that Luna & Finn wine will be a part of your very best memories shared with loved ones, creating moments that linger long after the last sip. — Martina





Martina McBride

Martina McBride has earned more than 15 major music awards, including four wins for Female Vocalist of the Year from the Country Music Association and won three Academy of Country Music for Top Female Vocalist. Martina has been awarded 14 Gold Records. Nine Platinum honors, three Double Platinum Records, and two Triple Platinum Awards. Martina was awarded the Covenant House Beacon of Hope Award and Music Business Association's prestigious 2015 Harry Chapin Memorial Humanitarian Award for her philanthropic efforts on behalf of domestic violence. In 2019 Martina was honored with the Cliffie Stone Icon Award at the ACM Honors event for her impactful contributions to country music. Martina has released two cookbooks –the first, *Around the Table*, a full-color illustrated collection of her favorite recipes, hosting tips, practical menu planning advice, and themed décor inspiration. She released her second book, *Martina's Kitchen Mix: My Recipe Playlist for Real Life*, in October 2018.



CHRISTIAN NAVARRO

A leading figure in the wine industry, Christian currently partners with Oak View Group to bring fine wine, luxury, and innovative food concepts to global arenas and stadiums, including Formula1. Formerly President & Principal of Wally’s, he transformed it into a world-class retail-restaurant hybrid. Dubbed “The Wine Therapist to the Stars” by The New York Times, his clientele includes top figures in finance, media, politics, and entertainment.

Featured in over 75 major publications, podcasts, and films (Forbes, Wine Spectator, Sour Grapes etc.), he has interviewed celebrities like Eva Longoria and Wolfgang Puck, and more.

Named one of the world’s top 100 wine personalities by American Express, he has partnered with Christie’s, Delta Airlines, El Cristiano Tequila, The Four Seasons, and Mastercard.

Passionate about giving back, he mentors youth and supports homeless causes like Food on Foot and the Santa Monica Malibu Education Foundation.

ROBERT “BOB” BUZZELLI

Bob Buzzelli has 40 years of experience in finance, investment, and business, leading wealth management divisions, growing banks, and managing family offices for billionaires. He has held senior roles at BNY Mellon, PNC Bank, Fifth Third Bank, and US Steel Corp.

In the music industry, he has managed Smokey Robinson and Denny Laine and partnered with former Virgin Records CEO Phil Quartararo. He also co-owns Apollo III, a high-tech security firm, and is a partner in Grapevine Ventures, CBL Libations, and Smokey Robinson Wines.

Buzzelli holds a Master’s from Carnegie Mellon and a Bachelor’s from Robert Morris University. He serves on multiple boards, including the Carnegie Museum of Natural History and the Motown Museum.



LOU CAPUTO

Louis Caputo, Esq. co-founded Caputo Law Office in 2004, specializing in beverage alcohol law, municipal law, and corporate litigation. As Co-Managing Partner, he represents clients across all tiers of alcohol distribution and serves as general counsel for the Malt Beverage Distributors Association of Pennsylvania. He led the landmark 2015 “12-pack” case, reshaping beer sales in Pennsylvania.

Previously, he was Special Counsel for the Pittsburgh Water and Sewer Authority and clerked for Judge Daniel D. Regan. A sought-after speaker on liquor law, he advises businesses on compliance and licensing. Caputo earned his J.D., cum laude, and B.A. from Duquesne University and is admitted to practice in Pennsylvania.

JEFF STRAUGHN

Jeff Straughn, Chief Branding Officer at Primary Wave, has over 30 years of marketing experience. He transitioned from global advertising to sports, entertainment, and music, leading partnerships at Octagon before joining Island Records and Def Jam. Straughn co-founded Primary Wave's branding strategy with Larry Mestel, building successful brand partnerships and leveraging copyrights and artist brands. He created the branding agency Brand Synergy Group and has expanded Primary Wave's portfolio through innovative, results-driven programs. Straughn is known for his VIP events, like the Grammy’s and the One Love Hotel rebranding for Bob Marley’s 75th anniversary. He now resides in Austin, Texas, with his family.





JOSHUA ROTHSTEIN Director, Brand Partnerships

Joshua Rothstein, Director of Brand Partnerships at Primary Wave, has brokered over \$5M in deals for clients like Bob Marley, Olivia Newton-John, and Cypress Hill. He has secured partnerships with brands such as Facebook, United Airlines, Estée Lauder, and Hyatt. His work focuses on new-IP development, helping artists gain ownership in their brands.



SHAUNA CARNEGIE Digital Marketing & Brand Strategy Expert

Shauna Carnegie is a senior digital marketing strategist at Primary Wave Music, specializing in 360° campaigns, influencer activations, and brand growth. She has led digital campaigns for artists like CeeLo Green, Brandy, and Whitney Houston's estate, driving millions of views and impressions. She has secured brand partnerships with TikTok, Lyft, and Genius and built the digital infrastructure for Luna & Finn Wine. Previously, at ESPN, she boosted College Football Finals viewership by 23.2%.



CRISTINA MARSOLA Architect & Designer

Cristina is an architect specializing in restaurant design and hospitality, creating spaces and brands across the U.S., including New York City, Los Angeles, Austin, and Las Vegas. She also leads brand creative for multiple companies, shaping the aesthetic for Luna & Finn labels and beyond.



CHRIS FERREN Fusion Music, VP Artist & Business Development

Chris Ferren oversees operations and artist management at Fusion, specializing in brand partnerships. He manages Martina McBride and Preston Cooper and works with artists like Riley Green and Jordan Davis. Rising from intern to executive, he was named to MusicRow's Next Big Thing Class of 2022. He also serves on the Trout Unlimited Board, supporting conservation in Tennessee.



LUNA & FINN

ROSÉ WINE

2023

Luna & Finn is made in the centuries-old Provence style of hand-crafted rosé. It's amazing pink salmon color carries over to a bright, fresh, crisp palate with underlying red fruit qualities of bing cherries and delicious ripe strawberries, finishing with beautiful late summer floral notes. This wine is perfect for a glass at the end of the day and pairs well with lighter fare, seafood, Mediterranean cuisine, cheese and charcuterie.

VARIETAL BLEND:

80% Grenache & 20% Syrah

This rosé is crafted from primarily Grenache from the top vineyards around Santa Barbara County. We pick these grapes specifically for our rosé production, then (for the majority of the cuvée) we crush and immediately press to stainless steel tanks for a very cold fermentation to preserve the freshness. We filter and bottle early to capture brightness and vibrancy.

VINTAGE CONDITIONS:

Santa Barbara County harvest began about a month later than in 2022. We have been very happy with the quality of the grapes as extended hang time added to the complexity of the wines. The winter rains percolated the soil and salts that had accumulated in the soil, allowing the vines to access previously tied-up nutrients. Harvest for most varieties was almost a month behind "normal". We are convinced this will go down as one of the best vintages ever.

PRODUCTION:

3,500 9L cases

Produced at: Margerum Estate, Santa Barbara County

Alcohol: 13.5%

pH 3.29

TA 5.8 g/L



NUMBERS

APPROXIMATE

TO WHOLESALE \$145/12

WHOLESALE TO MARKET

\$200/12

RESTAURANT \$50

RETAIL \$25

BY THE GLASS \$15

LUNA&FINN

ROSÉ WINE
2023

UP COMING

LUNA & FINN

COLLECTION



L&F



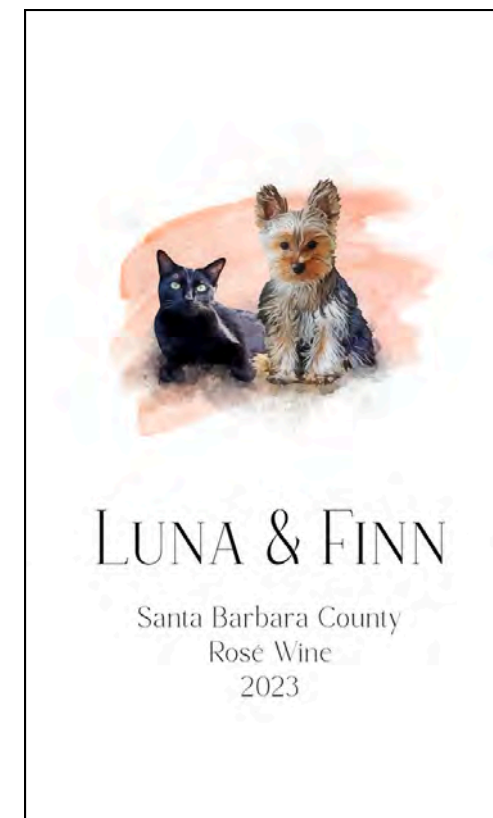
ROSE \$15

SAUV BLANC \$15

RED \$15



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ROSE \$25

SAUV BLANC \$25

RED \$25



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RESERVE



CHARDONNAY \$40

PINOT NOIR \$40

RED \$40

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RESERVE



California
Red Wine
2023