

RIVERFRONT WINERY + ENTERTAINMENT COMPLEX



ADOBE ROAD WINERY

EQUITY OWNERSHIP OPPORTUNITIES AVAILABLE



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THE FUTURE OF ADOBE ROAD

There are many great stories about small brands who made it to the “front of the line,” and then either decided to jump forward or didn’t. We have studied these successful models and always noticed that many of these wineries have done at least one thing really well, occasionally two, but nothing like we have created and what’s in front of us. We check every box for victory. The successful key points include: An absolutely amazing facility as well as our location, multiple revenue streams, both Inside the facility and “On the road”, strong direct-to-consumer sales, strong national distribution, national events, corporate and banquet capabilities and the creation of an additional “driver” line (“AKA Cash Cow”), and, of course, a Great Team and more. Our question from the beginning has always been—rather than doing just one thing well, why don’t we consciously set out to do all of them well; and we have positioned ourselves to do exactly that. We are truly at an epic moment in the wine business where the direction

and trends of the industry are heading in exactly the same direction of what we are crafting. We have now found ourselves leading the charge of “The New Paradigm” of the wine world. Fun, festive, and experiential type events are the name of the game and if you can blend that with a beautiful facility, a fantastic experience, easy access, a dynamic team and award winning wine and packaging—you have a winner and huge financial opportunity. We have crossed the threshold of concept to a fully functional and highly profitable winery model and entertainment operation. With our eye on the ball, we are applying “best practices strategies” and we have put together a winning team. We have an opportunity to do something truly amazing. The three story 16,000 square-foot riverfront winery is already up and we are just finishing off some truly incredible details. This is OUR moment and it only comes once...and we invite you to join us!

KEVIN BUCKLER
FOUNDER & CEO



ADOBE ROAD WINERY

SMALL LOT *Handcrafted* WINES

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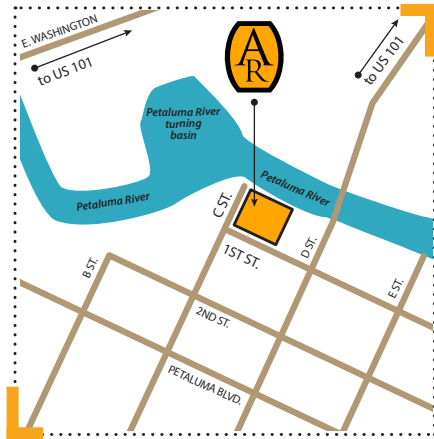


OUR VISION OF THE FUTURE

COMBINING KEVIN BUCKLER'S HISTORY AS
BOTH AN AWARD-WINNING WINERY FOUNDER
AND CHAMPIONSHIP RACECAR DRIVER

PROJECT OVERVIEW

OUR NEW HOME, NEARING COMPLETION



1 C STREET, PETALUMA

Adobe Road Winery is building a cutting edge entertainment complex and state-of-the-art winery, visitor center, tasting room, corporate/banquet facilities, motorsports museum, as well as a spectacular indoor/outdoor rooftop for weddings and banquets. All of this is located in the center of downtown Petaluma directly on the beautiful and prestigious waterfront. The project is currently under construction and will be completed in early 2026. This building will allow us to take the “Best of the Best” from many wineries and operations, and combine it into one premier location, capitalizing on the incredible growth and location of Petaluma.

WHO WE ARE

Kevin and Debra Buckler established The Racers Group (TRG) in 1992 and went on to become one of the most historical and successful professional motorsports operations in sportscar history with four victories at the 24 Hours of Daytona, a victory at the 24 Hours of Le Mans, 7 championships and over 100 professional wins around the world.

The team became adept at handling large-scale operations and beginning to intertwine its high-level connections and relationships with the newfound winery. Adobe Road Winery was established in 2002 with a commitment to making the very best small lot wines by sourcing premier fruit from some of the most historic and finest family-owned vineyards

in Sonoma County and Napa Valley. In 2019, Adobe Road launched a new brand called *The Racing Series*. The new ultra-premium, California blends were designed with Buckler's motorsports authenticity at the core. With unique and unparalleled labels and packaging technology, we have received countless top reviews.



PRIME LOCATION

PETALUMA

RIVERFRONT LOCATION

Our new site is located directly on the beautiful riverfront in downtown Petaluma. Petaluma is the hottest real estate marketing in all of Northern California. The vibrant downtown and theater district has undergone a huge revitalization and our site location is the last available undeveloped location on the riverfront. The project site is permitted with incredible entitlements and additional hours of operation.

"One of the Vibiect Towns in the Country" - Sonoma Magazine & Apartment Therapy, September 2024

"Top 10 America's Best Towns to Visit... thanks to its farm-to-table culinary scene, historic downtown, and easy day trips." - CNN Travel, June 2025





01

FOCAL POINT

Petaluma is home to one of the most vibrant communities in the San Francisco Bay Area. The population of Petaluma is increasing at the highest rate in Sonoma County and has been identified as one of the most popular relocation destinations for San Francisco transplants.

02

YACHT CLUB

Directly next door to the Petaluma Yacht Club, available to yacht owners from San Francisco, Marin and counties throughout the Bay Area.

03

LIGHT RAIL STATION

Our site is located three blocks from the newly developed multi-billion dollar North Bay SMART (Sonoma-Marin Area Rail Transit) light rail station.

04

AMPLE DOWNTOWN PARKING

The new facility is located directly across the street from a four story, 530-stall parking garage.

05

NEIGHBORING HOTELS

Multiple boutique hotels nearby, the newest being Chef Charlie Palmer's new Appellation Hotel two blocks away.



ADOBE ROAD'S NEW HOME

RAISING THE BAR

OUR NEW ENTERTAINMENT COMPLEX WILL RE-DEFINE THE TRADITIONAL WINE EXPERIENCE AND SET A NEW STANDARD IN WINE COUNTRY ENTERTAINMENT AND HOSPITALITY.



UNPARALLELED, MULTI-FACETED

In 2026, Adobe Road Winery will unveil our magnificent new 16,000-square-foot entertainment complex and winery situated on the historic downtown riverfront, boasting an expansive 8,000 square feet of decking space and 160 feet of river frontage. In addition to housing our

winery and tasting room, the complex will include corporate and banquet facilities, a full commercial kitchen, one of the world's biggest pizza ovens, a private VIP area, a motorsports museum, and event spaces, allowing visitors a unique winery experience on the beautiful Petaluma River.

1

WINERY AND TASTING ROOM

Vaulted open-air tasting room and adjacent terrace for indoor-outdoor wine tasting, including outdoor fire pits, overlooking the Petaluma River.

2

COMMERICAL KITCHEN AND CUSTOM PIZZA OVEN

A custom wood-fired pizza oven, alongside the commerical kitchen, making the entertainment complex a full-service hospitality destination.

3

ROOFTOP ENTERTAINMENT TERRACE

5,000 square foot terrace overlooking the Petaluma River with sweeping views of Sonoma Mountain.

4

MOTORSPORTS MUSEUM

The Racers Group racing history displayed in an innovative museum that features the 31° banking of Daytona, four racing simulators, and 360 trophies.

5

MULTI-PURPOSE EVENT SPACE

Eight unique, versatile spaces ideal for weddings, banquets and corporate events. Positioned to become a premiere event venue in Sonoma County.

6

EXPERIENTIAL ACTIVATIONS

Visitors can immerse themselves in a variety of experiences including sensory barrel tours, wine blending workshops, and rooftop stargazing.

NOT YOUR TYPICAL WINERY

EFFORT = RESULTS, AND NO WINERY WORKS AS HARD AS WE DO



Adobe Road offers a much more comprehensive set of products and experiences than any other winery. This provides us with a diverse collection of revenue streams which has allowed us to successfully navigate wine industry challenges. While many wineries struggled post-pandemic, we managed to achieve robust growth, and the future projections are incredibly promising.

Our sister company, The Racers Group, is where we learned how to successfully navigate these challenges over the 30 year run in professional motorsports.

MULTIPLE REVENUE STREAMS

DIRECT TO CONSUMER

Inside Track Wine Club



Over 1,200 wine club members—revenue and case sales have been greater than 50% Direct to Consumer, our most profitable platform. Our wine club has grown 15% annually since 2018 and is expected to grow exponentially with the new facility.

PRIVATE EVENTS

New Facility



Our new facility will provide an abundance of event opportunities and add new revenue streams including corporate, banquets, and wedding events. There are eight unique and stunning event spaces for capacities of 18 to 125 guests.

WHOLESALE DISTRIBUTION

Nationwide Sales



Adobe Road employs a National Sales team made up of seasoned industry professionals who oversee the wine wholesale market in their designated regions. Our Sales Managers have extensive experience in premium wine and bring their unique skill sets to drive revenue and growth in the wholesale market.

REGIONAL EVENTS

Unparalleled Experiences



Adobe Road and The Racers Group together have a history of providing the most exciting and exclusive experiential entertainment—from epic winery partnerships with brands such as Ferrari, Aston Martin, and Porsche, to curated wine events and dinners at top-level country clubs and featured restaurants throughout the United States.

MOBILE TASTING ROOM

Unique Pop-Up Wine Events



We have created the world's first Mobile Tasting Room.

Our tasting experiences includes a 40-foot triple axle trailer with a full winery set up and racecar that rolls out the back of a brand new GMC 1-ton Dually, and a completely open layout that can accommodate almost any site footprint—a super exciting tasting experience for any venue.

NEW BRAND

The Racing Series



In 2019 Adobe Road launched a new wine brand inspired by Kevin's 30-year career as a professional racecar driver and team owner. Inspired by key moments on the track and created using the same philosophy that secures our checkered flags, *The Racing Series* is all about pushing the envelope and challenging existing norms. The wines represent the highest expression of what a premium blend can be when pushed to the limit and backed by amazing, award-winning packaging.

A DRIVING PASSION YIELDS MULTIPLE ACCOLADES



SMALL PRODUCTION HANDCRAFTED

Kevin and Debra Buckler established Adobe Road Winery in 2002, with a commitment to making the very best small lot wines by sourcing premier fruit from some of the most historic and finest family-owned vineyards in Sonoma County and Napa Valley. Handcrafted to perfection, the wines are expressive of the individual vineyard and appellation capturing the optimal fruit character of each varietal.

ADOBE ROAD WINEMAKER GARRETT MARTIN

Our winemaker, Garrett Martin will tell you that his goal is to allow the wine to express its own personality, telling the story of its origin through his artisan skill and techniques during harvest, crush, clarification, aging and bottling. He enjoys focusing his creativity on crafting the highest quality wines while working in close relationship with founder and CEO, Kevin Buckler, individual vineyard partners and growers, and his team.



VINEYARD PARTNERS PREMIER FRUIT SOURCING

Most winemakers say that wine starts in the vineyard. That is why we source premier fruit from some of the most historic, finest family-owned vineyards in Sonoma County and Napa Valley. Prominent partner sites include Rutherford's Beckstoffer Vineyards, Sangiacomo Family Vineyards in the new Petaluma Gap AVA, Bacigalupi Vineyards in the Russian River Valley, and The Harris Estate Vineyards in the Dry Creek AVA.

ACCOLADES TOP SCORES FROM THE INDUSTRY'S TOP CRITICS

Adobe Road has received over 100 top accolades and awards from regional and national wine competitions, numerous national publications, and the positive publicity has continued to mount. The company enjoys a solid relationship with the premier wine publications in the United States; *Wine Spectator*, Robert Parker's *Wine Advocate*, Jeb Dunnuck, and James Suckling have rated over 117 of Adobe Road's wines with 90+ scores.



Mornings with Maria, Fox News



Thomas Matthews, Wine Spectator



CBS News



The New York Times



JEB DUNNUCK 95
Wine Spectator 94
Robert Parker 94

Cabernet Sauvignon

Napa Valley
Beckstoffer Vineyards
Georges III



Robert Parker 95+

Malbec

Napa Valley
Beckstoffer Vineyards
Melrose



Wine Spectator 92

Pinot Noir

Petaluma Gap
Sangiaco Vineyards
Roberts Road



Wine Spectator 92

Chardonnay

Russian River Valley
Bacigalupi Vineyards



Robert Parker 92-94

Cabernet Sauvignon

Blue Dog
Sonoma County
Napa Valley



91 PTS.
JAMES SICKLING.COM

Viognier

Sonoma County
Dry Creek Valley
The Harris Estate



JEB DUNNUCK 92

REDLINE

The Racing Series
Cabernet Blend



Robert Parker 93+

SHIFT

The Racing Series
Zinfandel Blend



Robert Parker 92

THE 24

The Racing Series
Grenache, Syrah,
Mourvèdre Blend



JEB DUNNUCK 92

APEX

The Racing Series
Bordeaux-style Blend



JEB DUNNUCK 93

CARBON

The Racing Series
Petite Sirah Blend



JEB DUNNUCK 92

66

The Racing Series
Chardonnay Blend

KEVIN BUCKLER

Chief Executive Officer



Chief Executive Officer, Kevin Buckler, leads the team. With 40 years of leading large and small organizations, an entrepreneurial unwavering drive, a strong marketing background, an incredible network and a palate that helps direct the style and continuity of the wine produced, it is truly his vision and drive that directs the organization.

DEBRA BUCKLER

Chief Financial Officer



Debra graduated Magna cum Laude from Drake University with a degree in Corporate Finance in just 3.5 years. She co-founded The Racers Group with Kevin in 1992 and has served as the CFO since its inception. Additionally, she holds the position of CFO at Buckler Family Vineyards, LLC. Over the years, Debra has worn many hats including a CA Real Estate license and a CA Motor Vehicle Dealers license and is integral to the success of the team.

GARRETT MARTIN

Winemaker



Garrett has been at the helm of our winemaking since 2015. He excels in all aspects of his craft, from creating high quality single vineyard bottlings to assembling cutting edge creative blends which contributes to Adobe Road receiving over 117 90+ point scores from prominent publications. Collaborating closely with Kevin and the team, Garrett uses his winemaking skills and winery management to guide Adobe Road to new heights.

STEVEN WYNGARD

SVP National Sales Manager



Steve is responsible for wine sales and distribution across all channels of commercial trade. After earning his Bachelor's Degree in Agriculture Business Management, Steve has experienced more than 25 years in the wine and beverage industry. Steve has an extensive background in key wine sales leadership roles with experience in building a small brand to an over 1M case producer. Prior roles span from General Manager of a California wholesaler, Marketing & Brand Development Mgr., Regional VP of Sales, National Account Management, Trade Development, and Logistics and Compliance.

MARY BETH MCGRATH

Executive Assistant to CEO



Mary Beth McGrath is an experienced wine industry leader with more than 12 years of expertise spanning winery hospitality, DTC strategy, wine club management, sales development, and team leadership. Known for her genuine warmth, operational excellence, and deep understanding of fine wines, Mary Beth has built a respected reputation across Napa, Sonoma, and the greater Bay for her authentic hospitality.

BRYAN NAZARIO

Business Development



Bryan brings more than a decade of experience in wine marketing, brand management, and business development having guided and grown premium wine brands. He has a proven track record of differentiating brands in highly competitive markets and driving growth through integrated marketing channels, consumer engagement, and strategic partnerships. A graduate of the University of California, Berkeley, Bryan is also a licensed California attorney, having earned his J.D. from the University of San Francisco School of Law.

CHELSEA PEARL

Social Media Manager



Chelsea brings over 15 years of social media and content marketing experience across the wine, CPG, and tech industries. Her career includes roles at We Heart It, Nintendo of America, Pirate Brands, and Del Monte Foods. She holds a Bachelor of Science degree in Marketing from San Francisco State University, as well as a WSET Level 3 Award in Wines certification.

JOSIE MILLER

Executive Assistant to CFO



Josie Miller is the Executive Assistant to the CFO, bringing 7 years of experience in compliance and licensing, along with a strong background in accounting. Known for her dedication and positive attitude, Josie plays a key role in ensuring our operations meet the highest regulatory standards. Her attention to detail and proactive approach help streamline processes, and she is always ready to assist the CFO with any needs that arise, making her an invaluable asset to our team.

GINA THOMAS

Regional Sales Manager East



Gina is a wine industry professional with over 15 years of experience in sales and distributor management. She plays a key role in expanding brand presence through strategic market work, distributor partnerships, and high-impact consumer and trade events. Her deep market knowledge, relationship-driven approach, and passion for hospitality consistently drive engagement, visibility, and sales across diverse territories.

EXPERIENCED LEADERSHIP

CARLOS RODRIGUEZ

Cellar Master



Carlos has over 20 years of experience in the California wine industry, and has been Adobe Road's Cellar Master since 2015. Carlos is the always-dependable hands and feet in the cellar. With experience working from large scale producers to smaller boutique wineries, Carlos facilitates winemaking operations on any level and at the highest quality.

JOSEPH GALLI

Logistics Manager



Joe serves as the manager of logistics at Adobe Road Winery, bringing fresh energy and a customer-focused approach to the team. In his role, Joe oversees warehouse fulfillment, inventory, and customer service operations. He plays an integral part in order management, ensuring a seamless journey from the warehouse to the customer's doorstep. His dedication and leadership are key to delivering exceptional service from Adobe Road.

CHRIS TRINKS

Wine Club & Tasting Room Manager



Chris started her career in hospitality 19 years ago at Chateau St. Jean in Kenwood. She worked full-time in the tasting room and was promoted to Wine Club Manager and has been with the team 5 years. Previously spending 8 years working at Kunde Family Winery as the Director of Membership where she doubled the size of the Wine Club and quadrupled the revenue generated in the Club. Chris is a valuable asset as she manages the Inside Track Wine Club and oversees our Tasting Room team.

ALICIA JARAMILLO

Lead Tasting Room Associate



Alicia joined the wine industry after a successful career in law enforcement, turning her passion for wine into a professional role. She previously worked for two other Napa Valley wineries and currently splits her time between our Tasting Room and Telesales.

HOLLY ALKIRE

Tasting Room Associate



Holly started her hospitality career with one of Petaluma's best catering companies before transitioning to the wine industry five years ago. She has been with Adobe Road for two years and recently returned to the Petaluma area from Florida.

MELISSA MCGARRY

Tasting Room Associate



Melissa has been at the tasting room since 2021. After moving up from Southern California, she settled in Petaluma in 2007 to teach at a local high school. Before teaching, she worked in the service industry at several restaurants, including Duke's in Huntington Beach. Last year, she received her WSET Level 2 Award in Wines certification. At the tasting room, she enjoys educating guests about wine, as well as learning more herself every day.

COMPETITIVE ADVANTAGES

CONSTRUCTION PROGRESS

POISED FOR SUCCESS



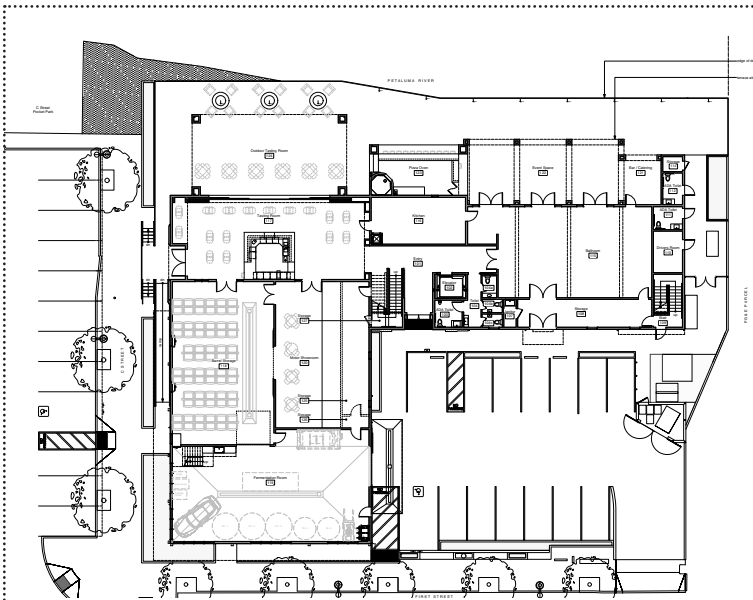
▼ PERMITS & ENTITLEMENTS

Food Service: Many of our competitors are not permitted for food service. Our outdoor kitchen will fill that need and draw traffic accordingly.

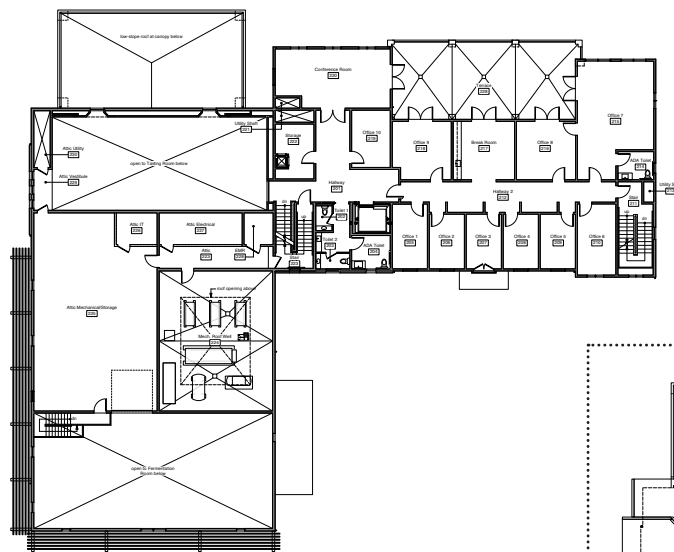
Later Hours: Nearly all wineries / tasting rooms close between 4 - 5 pm. Our new facility however has already been approved to operate late seven days a week, and even longer for special events. This gives us an additional 30-40 hours per week of prime business hours of operation over our competitors.

FLOOR-BY-FLOOR

FIRST CLASS GENERAL CONTRACTOR



FLOOR 1



FLOOR 2

ROSS JONES Project Director Chief Architect

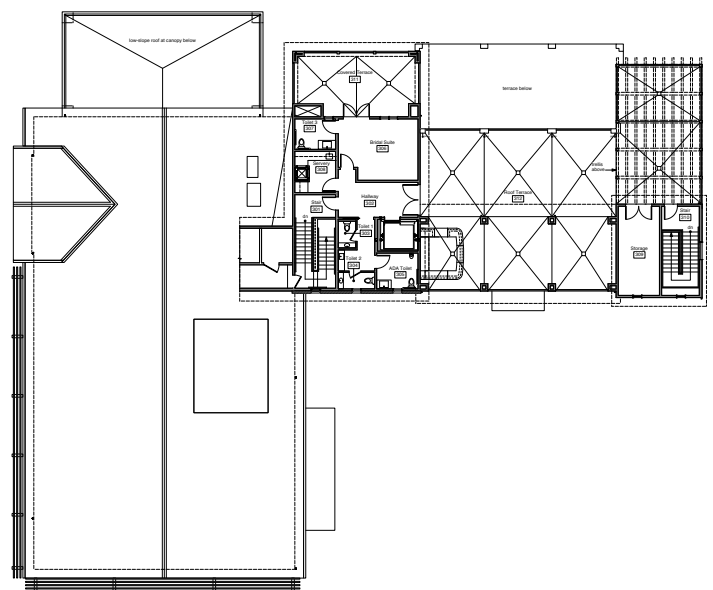


Ross is an award-winning architect with over 40 years of professional experience designing hospitality environments across the US. He earned a Master of Architecture degree from the University of Michigan. Ross specializes in design on waterfront and steep slope properties and entitlements on urban infill sites. Ross is also a resident of Petaluma and is intimately familiar with the city's policies and procedures.



MIDSTATE **CONSTRUCTION** *Building Relationships*

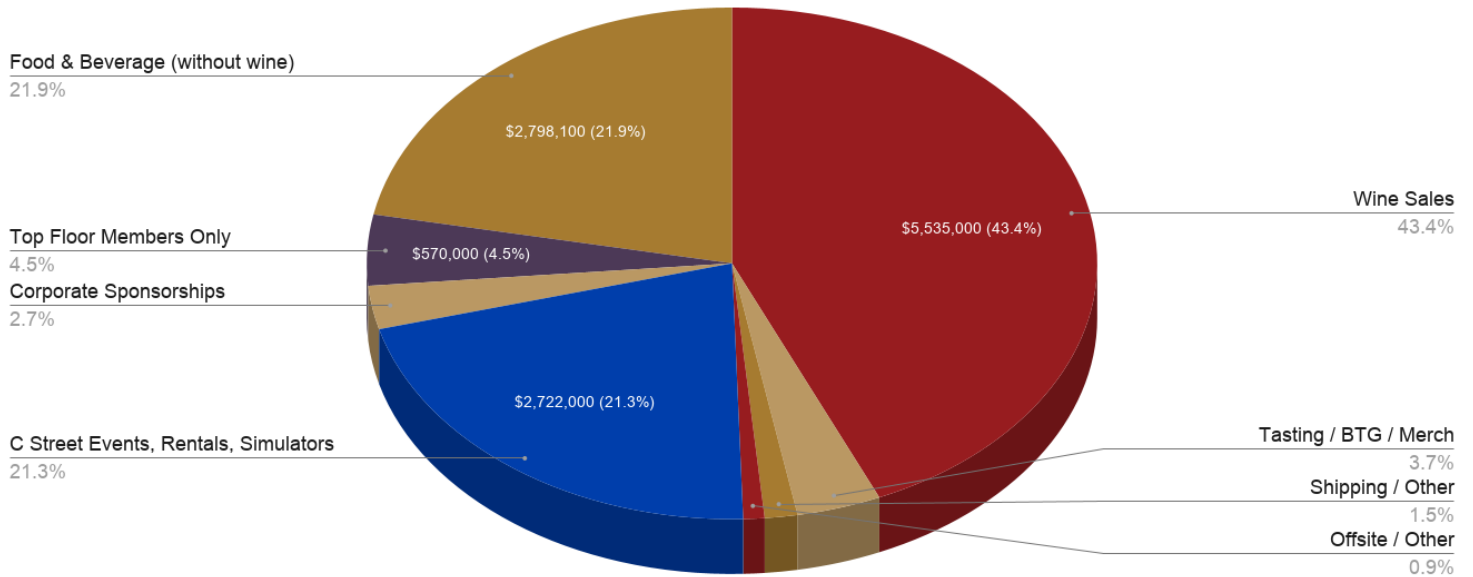
Adobe Road is delighted to partner with Midstate Construction, renowned as the best in the business, and a proud Petaluma local! Midstate Construction has been one of the top North Bay general contractors of the construction industry for the past 88 years. They pride themselves on building quality relationships and maintaining them through cost effective, quality construction. They were recently voted one of the North Bay's best companies to work for and are proud of the accomplishments of each team member for their loyalty, innovation, and dedication.



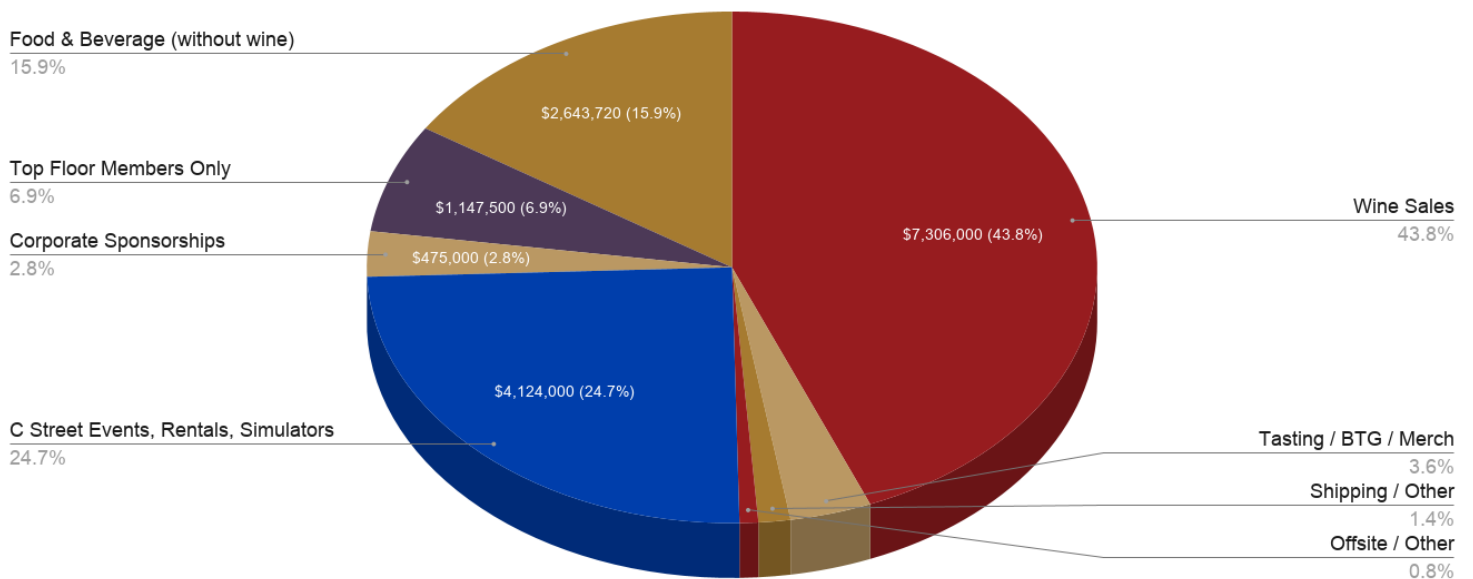
FLOOR 3

REVENUE STREAMS

Projections first 12 months upon opening: \$12,756,000



Projections 13-24 months upon opening: \$16,671,720



JOIN OUR TEAM!

Funds are needed to complete construction of our state-of-the-art waterfront winery and entertainment complex in the growing Petaluma, California market.

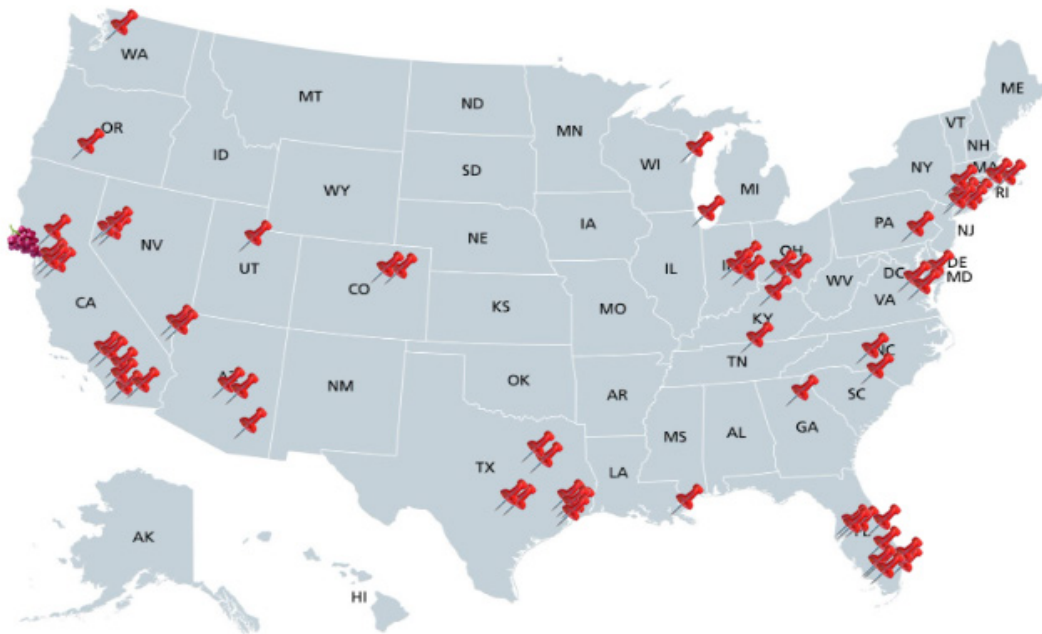
LIMITED EQUITY SHARES

- We raised all of our equity (approx \$10 million dollars) for this project over two years ago. Since then, we've received numerous inquiries regarding ownership opportunities. We also grew the size and scope of the project tremendously. We are offering a **limited number of additional equity shares to accredited investors.**
- We are offering **individual shares at \$300,000 and half shares at \$150,000.**
- This is a chance to do something truly EPIC in the wine world with a wonderfully supportive city and community.

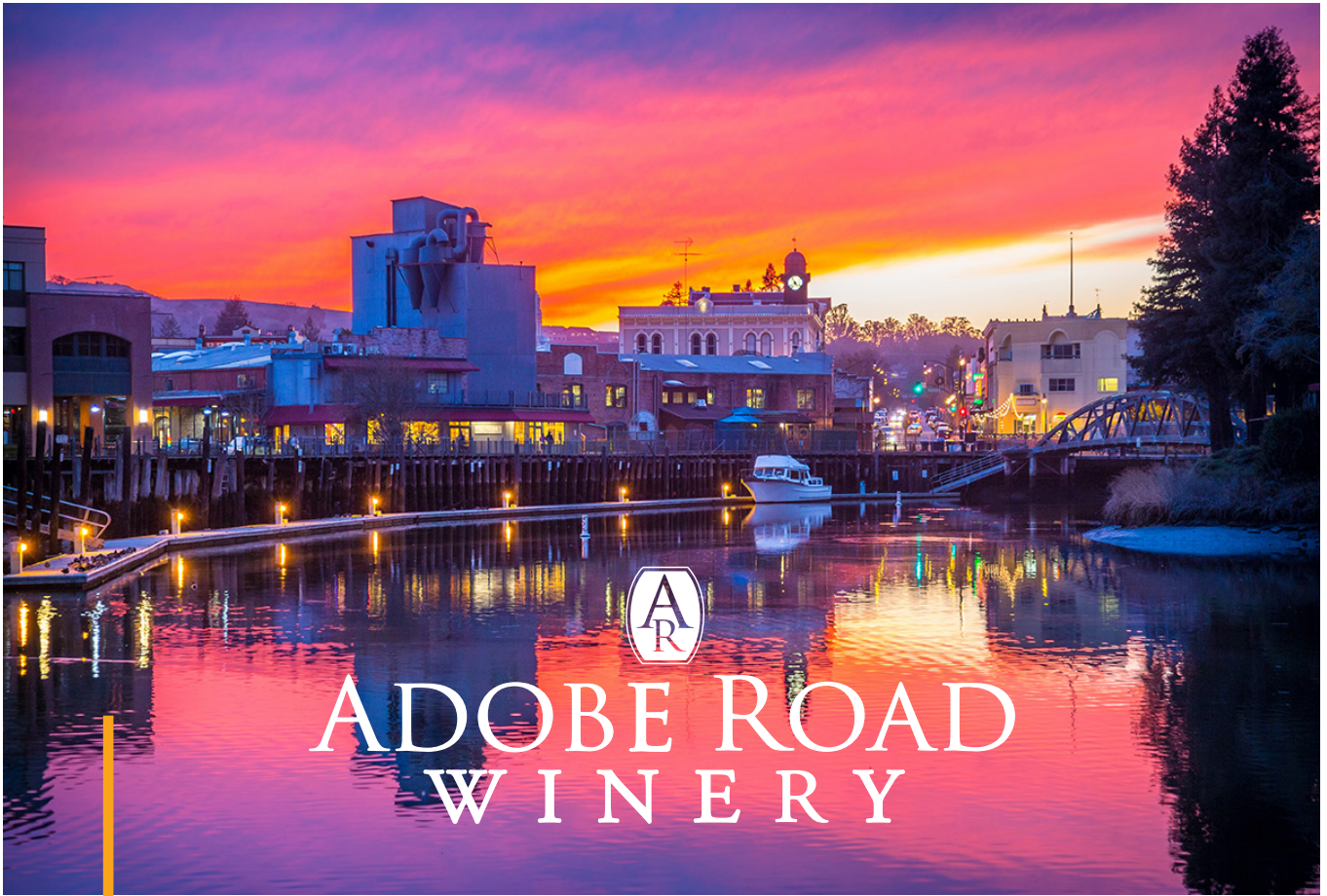
LIFETIME INVESTOR BENEFITS

We value and appreciate your contributions and are more than happy to provide our investors with the following lifetime benefits:

- 50% off all wine purchases, including big bottles, and library wines
- Initial access to all new and limited release wines
- Lifetime wine tastings
- VIP access at all winery events
- Business development networking opportunities
- Custom labeling opportunities



Our investor network spans across the United States and includes accomplished entrepreneurs, physicians, attorneys, CPAs, philanthropists, public servants, technology leaders, innovators, entertainment executives, professional athletes, grape growers, and even an astronaut, all united by a shared belief in the vision and future of Adobe Road Winery.



**JOIN OUR
WINNING
TEAM!**

investment@adoberoadwines.com