

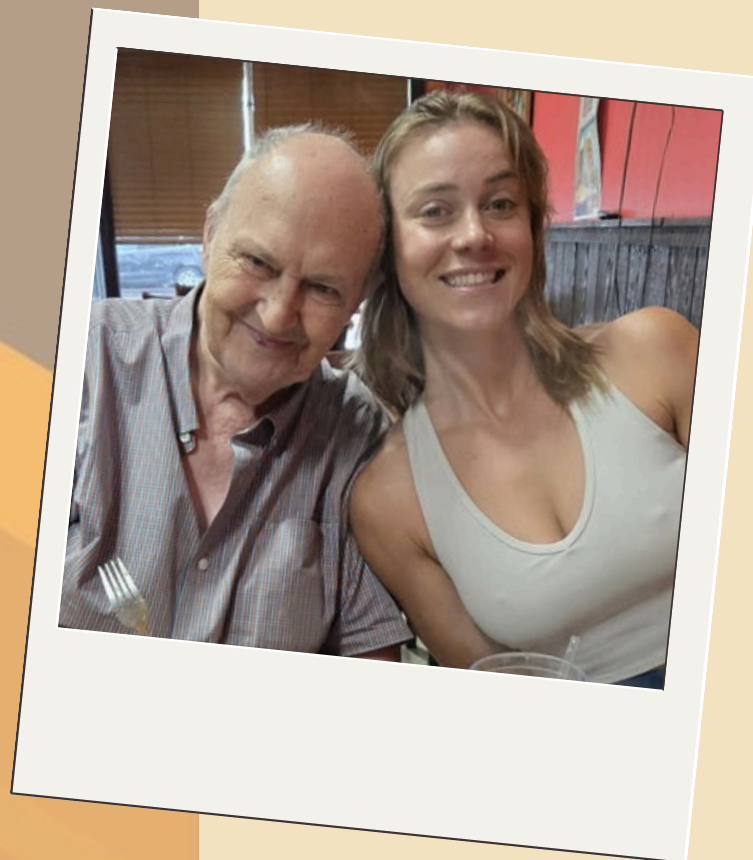


SWITCHBACK

Utah's First Dealcoholized Wine Company

STORY & MISSION

Filling Our Glass with all the Good



I grew up shadowing my grandfather in winemaking, developing a passion for the craft. The ability for a beverage to uplift a social gathering was evident to me at an early age. Capturing special moments with a beverage that aligns to multiple lifestyles is core to Switchback's mission.

We nod to the timeless craft of winemaking while reserving room in our bottles for multiple lifestyle choices. Let's raise a glass to normalizing sobriety at special events. With the growing trend of alcohol alternatives, our product line specializes in the enjoyment of keeping your wits about you.





SWITCHBACK

Big Cottonwood
~ Sauvignon Blanc ~



Dealcoholized to 0.5% abv

What's dry, white, and larger than life? This Sauvignon Blanc, and the puffy Cottonwood drifts that float through summer's air.

Enlivening aromas of cut grass and lime zest with a comprehensive pallet of bright citrus, stone fruit, and fresh herbs. Serve chilled and this will brighten your day.

Named after Utah's native and largest tree, Fremontii Cottonwood, as well as the renowned Big Cottonwood Canyon.

Portion of proceeds go to Heal Utah.





SWITCHBACK

Red Butte Canyon
~ Cabernet Sauvignon ~



Dealcoholized to 0.5% abv

Imagine the colors of Utah's renowned slot canyons pressed and poured into your glass. Our dealcoholized Cabernet Sauvignon is as stimulating and multifaceted as your weekend adventure. Because you need a drink that can keep up and look good while doing it.

Robust aromas of violets, cedar, and baker's chocolate.

A soft mouthfeel giving plum, blackberry, and a whisper of cherry. All supported by dusty tannins.

Named after the unique red rock formations of the Mountain West.

A portion of proceeds go to Save Our Canyons.





SWITCHBACK

Desert Varnish

~ Pinot Noir ~



Dealcoholized to 0.5% abv

In the high-altitude desert surrounding Salt Lake City, time works in slow, graceful gestures. Sunlight drapes across sandstone buttes, and the rock slowly deepens into its signature desert varnish. At Switchback, we borrow that same patient artistry.

Desert Varnish Pinot Noir is a tribute to nature's long game. Gentle, supple notes of red cherry, raspberry, and rose petal rise like early-morning light, with hints of warm spice, cedar.

Playful yet poised, this bottle invites you to unwind, wander, and savor the beauty of slow transformations—whether in stone or in wine.

A portion of proceeds go to Southern Utah
Wilderness Alliance.



LET'S STAY CONNECTED

Check out our website
www.SwitchbackCellar.com

Tell us your interest as a Retailer
801-654-3285

Subscribe to us for pre-launch sales
Hello@SwitchbackCellar.com

