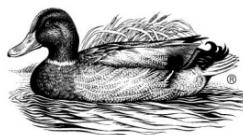




DUCKHORN®

VINEYARDS

NAPA VALLEY



### What Duckhorn Vineyards Wines Can Do for You

- **The Call Brand in Wine.** Served more than any other still wine at the White House for decades and demanded in more than 40 countries, Duckhorn wines are recognized the world over and set the standard for American fine wines.
- **\$4 Million Ad Campaign for Max Holiday Sales.** Lender GE Capital selected Duckhorn to be a feature partner in its Fall print ad campaign. Ads will be seen by millions of affluent consumers in *USA Today*, *WSJ*, *NYT*, & *Food & Wine* driving a sales lift of 25-1,000%!
- **America's #1 Luxury Merlot & Sauvignon Blanc.** From the 2010 Wine & Spirits Restaurant Poll: Duckhorn produces America's #1 best-selling super-luxury Sauvignon Blanc and Merlot.

### Pricing Guidelines – Napa Valley Tier

- Sauv. Blanc - \$12-15 BTG. \$30 - \$45 BTB. \$27 SRP.
- Merlot - \$80 - \$95 BTB. \$52 SRP.
- Cabernet - \$85 - \$99 BTB. \$65 SRP.

### Wines Available

#### **Napa Valley Tier**

- Napa Valley Merlot
- Napa Valley Cabernet Sauvignon
- Napa Valley Sauvignon Blanc

#### **Vineyard Collection**

- Howell Mountain Napa Valley Red Wine
- Three Palms Merlot
- Monitor Ledge Cabernet Sauvignon
- The Discussion Cabernet-Based Estate Red

### Winemaker

Bill Nancarrow

### Brand Standards

2008 Duckhorn Vineyards Napa Valley Merlot

### Channel Mix

60% On-Premise/40% Off-Premise

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PARADUXX

Goldeneye

MIGRATION®

DECOY

