

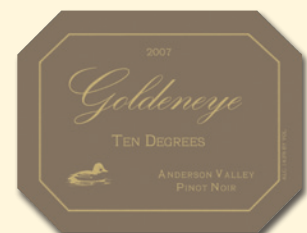
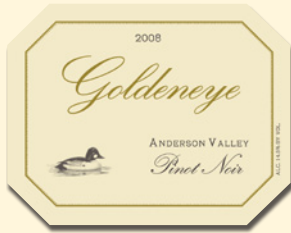


ANDERSON VALLEY

# BRAND SUMMARY

9200 Highway 128, Philo California 95466  
main (707) 963-7108 orders (800) 354-8885  
www.goldeneyewinery.com

HISTORY	In 1990, after nearly 15 years of making world-class Bordeaux style wines, Dan and Margaret Duckhorn embraced their growing passion for Pinot Noir. Their vision for Goldeneye was to craft a distinctively California Pinot Noir of equal stature to their acclaimed Merlot. In 1997, Goldeneye harvested its first grapes and after a decade of research and experimentation, Goldeneye's inaugural Anderson Valley vintage was announced in March of 2000. Since then, the winery has grown to include four estate vineyards planted to 207 vine acres.		
WINEMAKER	Zach Rasmuson		
CORE STRATEGY	Ensure that every serious wine list in America features the finest Pinot Noir from one of the finest - if not <i>the</i> finest - Pinot Noir appellations in America: Goldeneye Anderson Valley Pinot Noir.		
BRAND OBJECTIVES	<ol style="list-style-type: none"> <li>1. Expand Anderson Valley Pinot Noir PODs by 25%.</li> <li>2. Achieve 100% compliance with all National Account programs.</li> <li>3. Ensure 50% of Duckhorn Merlot accounts carry Goldeneye.</li> </ol>		
BRAND ESSENCE	Powerful. Sophisticated. Earthy.		
DIFFERENTIATING PROPOSITION	For consumers looking for the pinnacle of Super-Luxury American Pinot Noir, Anderson Valley's Goldeneye offers the ultimate in sophisticated yet powerful Pinot Noirs of great depth, complexity and elegance unsurpassed array of Anderson Valley fruit.		
WINES & PRICING	Goldeneye Anderson Valley Pinot Noir - \$85-95 BTB, \$55 SRP Goldeneye Anderson Valley Pinot Noir <i>Gowan Creek Vineyard</i> - \$100-125 BTB, \$80 SRP Goldeneye Anderson Valley Pinot Noir <i>Ten Degrees</i> - \$140 BTB, \$110 SRP		
COMPETITIVE SET	Belle Glos, Sea Smoke, Merry Edwards, Copain, Etude, Williams Selyem		
CHANNEL STRATEGY	60% On-Premise, 40% Off-Premise.		
KEY ACCOLADES	<b>Goldeneye:</b> 94 pts <i>Wine Review Online</i> v07 91 pts <i>Wine Enthusiast</i> v06	<b>Gowan Creek Vineyard:</b> 97 pts <i>Wine Enthusiast</i> v07 94 pts <i>Wine Review Online</i> v07	<b>Ten Degrees:</b> 98 pts <i>Wine Enthusiast</i> v07 92 pts <i>Wine Review Online</i> v07
RETAIL STANDARDS	Eye-level shelf placement in Pinot Noir section next to competitive.		
ON-PREMISE STANDARDS	<b>Acceptable Examples:</b> 2008 Goldeneye Anderson Valley Pinot Noir ( <i>PREFERRED</i> ) 2008 Goldeneye by Duckhorn Anderson Valley Pinot Noir <b>Unacceptable Examples:</b> 2008 Duckhorn Goldeneye Anderson Valley Pinot Noir		
MERCHANDISING TOOLS	Shelf talkers with key accolades, descriptors and food pairings. Wait staff training cards. Large format bottles.		



WINE NAME

Goldeneye Anderson Valley Pinot Noir

Goldeneye Estate Grown Anderson Valley Pinot Noir *Gowan Creek Vineyard*

Goldeneye Estate Grown Anderson Valley Pinot Noir Ten Degrees

VINTAGE

2008

2007 - Sold Out  
2009 Vintage Releasing Spring 2012

2007 - Sold Out  
2009 Vintage Releasing 2012

COMPOSITION

100% Pinot Noir

100% Pinot Noir

100% Pinot Noir

WINEMAKER

Zach Rasmuson

Zach Rasmuson

Zach Rasmuson

APPELLATION

Anderson Valley

Anderson Valley

Anderson Valley

COORPERAGE

16 months French Oak  
70% New, 30% 2nd Vintage

16 months French Oak  
97% New, 3% 2nd Vintage

16 months French Oak  
100% New

ALCOHOL

14.5 %

14.5 %

14.5 %

WINE

Blending grapes from four estate vineyards, we are dedicated to crafting wines of refinement and elegance from terroir-inspired fruit. To further enhance natural depth and complexity, only a small percentage of the finest fruit is selected for each vintage.

Located in the heart of the Anderson Valley, our *Gowan Creek Vineyard's* unique terroir brings together elements from the valley's warmer regions and its cooler, northern "deep end". The powerful wines display beautiful inky depth and robust, untamed fruit flavors.

The name Ten Degrees pays homage to the unique, cool climate of the Anderson Valley and the fact that even though our four estate vineyards span a modest eight miles, they often display a temperature variance of as much as 10 degrees.

WINEMAKING

Despite frost and fire, 2008 was another great year for growing Pinot Noir in Anderson Valley, delivering excellent yields and a beautiful array of fruit. The beauty of the 2008 harvest was the range of styles it produced. As our vineyards continue to mature, their identities are becoming clearer and clearer, allowing us to make both complex, layered blends, and site-specific wines embodying a focused sense of place.

TASTING NOTE

With excellent weight, a succulent texture and beautifully balanced acidity, this Pinot Noir reflects the depth and diversity of great Anderson Valley winegrowing. The nose offers a sophisticated medley of aromas, including cranberry, anise, chocolate-covered cherry, toasty oak, truffles and wildflowers. On the palate, it is ripe, round and complete, with layered fruit flavors and barrel char notes that echo the complex aromatics.

This wine displays lush extraction and a rich palate with voluptuous red and black fruit layers of raspberry, mulberry, blueberry and huckleberry. This juicy core of berry fruit is supported by excellent tannins and undercurrents of mushroom, herbs, charcuterie, violets and oak.

This benchmark cuvée captures the power, depth and diversity of our Anderson Valley Estate program. A seamless blend of opulence and elegance, the wine is rich, broad and sumptuously mouthfilling, with compelling layers of luscious red fruit, cured meats, toasted oak and vanilla. Powerful, complex, and with exceptional tannin structure, this wine possesses excellent cellaring potential.