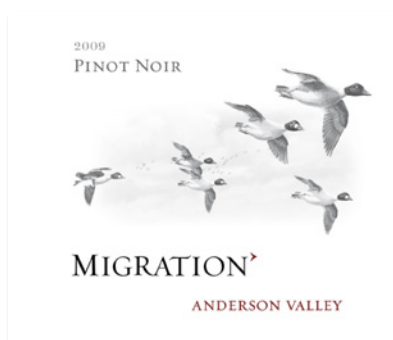


<i>history</i>	<p>Started in 2001, Migration's exploration began in the Anderson Valley after eight vintages of rigorous experimentation to determine optimal Pinot Noir clones, terroir, and winemaking style. The result was the ultimate small-lot cool-climate Pinot Noir boasting balanced flavors, acid, oak and tannins. This refined style lends itself to Pinot Noir and Chardonnay from other renowned cool-climate appellations that highlight lush fruit, bright acidity and balanced oak influence. In 2008, Migration produced its first Chardonnay using fruit from elite vineyard sources in the Russian River Valley.</p>	
<i>winemaker</i>	Neil Bernardi	
<i>core strategy</i>	To be on every wine list in America featuring small-lot, hand-harvested cool-climate Burgundian CA varietals.	
<i>brand objectives</i>	<ol style="list-style-type: none"> <li>1. Ensure at least 100 PODs in every major market.</li> <li>2. Achieve 100% compliance with all National Account Programs</li> </ol>	
<i>brand essence</i>	Balance. Refinement. Innate purity.	
<i>differentiating proposition</i>	For consumers looking for the ultimate in refined, artisanal, cool-climate Burgundian varietals, Migration wines are sourced from renowned vineyards in Russian River and Anderson valleys, harvested by hand, and barrel fermented in French oak from eight different coopers.	
<i>wines</i>	<b>MIGRATION ANDERSON VALLEY PINOT NOIR</b>	<b>MIGRATION RUSSIAN RIVER VALLEY CHARDONNAY</b>
<i>pricing</i>	\$65-80 BTB, \$34 SRP	\$48-60 BTB, \$30 SRP
<i>competitive set</i>	Patz & Hall, Gary Farrell, Acacia, Saintsbury	Chalk Hill, Flowers, Sonoma Cutrer
<i>key accolades</i>	90 pts <i>Wine Enthusiast</i> v07	★★★★★ - Exceptional <i>Restaurant Wine</i> v09 91 pts <i>California Grapevine</i> v09
<i>channel strategy</i>	60% On-Premise, 40% Off-Premise.	60% On-Premise, 40% Off-Premise.
<i>retail merchandising standards</i>	Eye level shelf placement in varietal section next to competitive set	In cold box next to competitive set
<i>on-premise merchandising standards</i>	<p><i>Acceptable Example:</i> 2009 Migration Anderson Valley Pinot Noir (<i>PREFERRED</i>) 2009 Migration by Duckhorn Anderson Valley Pinot Noir</p> <p><i>Unacceptable Example:</i> 2009 Migration Goldeneye Anderson Valley Pinot Noir</p>	
<i>merchandising tools</i>	Newly redesigned label for better shelf presence. Shelf talkers with key accolades, descriptors and food pairings. Wait staff training cards.	



<i>vintage</i>	
2009	2010
<i>composition</i>	
<b>100% Pinot Noir</b>	<b>100% Chardonnay</b>
<i>winemaker</i>	
Neil Bernardi	Neil Bernardi
<i>appellation</i>	
Anderson Valley	Russian River Valley
<i>cooperage</i>	
16 months 100% French - 45% New, 55% 2nd Vintage	10 months, 100% French - 35% New, 65% 2nd Vintage 90% Barrel Fermentation
<i>alcohol</i>	
14.5 %	14.1 %
<i>wine</i>	
<p>Migration is dedicated to exploring Pinot Noir and Chardonnay from the finest cool-climate winegrowing regions. This exploration began in California's acclaimed Anderson Valley, where cool nights, clay soils and fog-enveloped mornings helped to shape a compelling style balancing vibrancy and finesse. This lush, complex wine highlights signature Anderson Valley elements of cherry and wild strawberry.</p>	<p>Migration is dedicated to exploring Chardonnay and Pinot Noir from the finest cool-climate winegrowing regions. To craft our flagship Chardonnay, this exploration took us to California's Russian River Valley, where layers of ocean fog cool the vines that grow in the region's famous Goldridge sandy loam soils. Reflecting this world-class terroir, this vibrant and sophisticated Chardonnay combines white flower aromatics with enticing lemon custard and stone fruit flavors.</p>
<i>tasting note</i>	
<p>This is a complex, red fruit-driven Pinot Noir with a rich entry, balanced acidity, good length and substantial structure. In both the aromatics and on the palate, enticing notes of cranberry and strawberry take center stage supported by layers of cola and spice, as well as savory elements of leather, tomato leaf and bacon fat.</p>	<p>Capturing both the sophistication and richness of cool-climate Russian River Valley Chardonnay, this wine displays inviting aromas of pineapple and fresh pear, alongside notes of nectarine, Meyer lemon and orange zest. The stone fruit and citrus elements continue on the palate, with layers of nectarine, tangerine and lemon curd, as well as hints of crème brulee, Gravenstein apple and subtle toast notes. Though the mouthfeel is long and rich, the wine's natural acidity adds poise, focus and balance.</p>