



MIGRATION®



All wines are 90+ points!

What Migration Wines Can Do for You

- 🦆 **Chardonnay 30 years in the making with the pedigree of Duckhorn.** After years of experimenting, Duckhorn produced its first Chardonnay in v08 using elite vineyards in the Russian River Valley.
- 🦆 **Wines Easily Worth Twice the Price.** Migration wines are sourced from some of the finest and most famous cool-climate vineyards in America (Dutton Ranch, Charles Heintz, Durell) and stand up to wines from those vineyards at twice the price!
- 🦆 **Unprecedented Growth Opportunity.** The \$20+ SRP/\$60-\$80 BTB Chardonnay and Pinot Noir categories are among the hottest growth categories in the market today with +20% and +30% growth, respectively, in the last 52 weeks!
- 🦆 **Outstanding PR & Accolades.** Migration wines are consistently rated 90+ points and recognized for outstanding quality by *Wine Enthusiast* and other top publications making them an easy choice.

Wines Available

- 🦆 Migration Anderson Valley Pinot Noir
- 🦆 Migration Russian River Valley Chardonnay

Brand Standards

2009 Migration Anderson Valley Pinot Noir

Pricing Guidelines

- 🦆 AV Pinot Noir - \$65-80 BTB.
- 🦆 Russian River Valley Chardonnay - \$48-60 BTB.

Winemaker: Neil Bernardi

Brand Essence: Balance. Refinement. Innate purity.

Channel Mix

60% On-Premise/40% Off-Premise