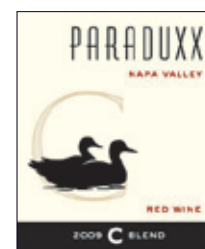
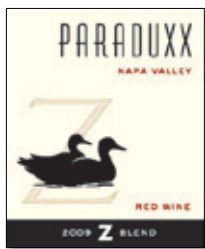




BRAND SUMMARY

7257 Silverado Trail, Napa, California 94558 main (707) 963-7108 orders (800) 354-8885 www.paraduxx.com

HISTORY	Pronunciation [pair-uh-duks]. Every great tradition begins as an innovation. In 1994, Paraduxx was created to allow our winemakers the freedom to explore other wine styles without detracting from Duckhorn Vineyards' focus on Bordeaux varietals. Paraduxx has earned acclaim as the only winery solely devoted to stylish Napa Valley blends. Artfully crafted to appeal to the modern palate, the visionary blends of the Paraduxx portfolio have established a reputation for their bold, expressive character and their food-friendly sophistication.
WINEMAKER	David Marchesi
CORE STRATEGY	To be the #1 Modern Napa Valley Red Blend Label.
BRAND OBJECTIVES	<ol style="list-style-type: none"> 1. Expand Paraduxx PODs by 45%. 2. Achieve 100% compliance with all National Account programs.
BRAND ESSENCE	Expressive. Bold. Style.
DIFFERENTIATING PROPOSITION	For consumers looking for the only winery in the world devoted to the ultimate, stylish Napa luxury blends, Paraduxx winery offers bold and expressive wines to satisfy the modern palate.
WINES & PRICING	Napa Valley Red Wine Z & C Blends - \$48.00 front/\$39.99 feature. \$75-\$95 BTB.
COMPETITIVE SET	The Prisoner
CHANNEL STRATEGY	50% on-premise, 50% off-premise
KEY ACCOLADES	<p>90 pts - Connoisseurs' Guide to California Wine v07</p> <p>92 pts - Wine Review Online v06</p>
RETAIL STANDARDS	Eye-level shelf placement in Red Blends section next to the Prisoner. Shelf tags: 2009 Paraduxx Z Blend Napa Valley Red Wine
ON-PREMISE STANDARDS	<p>Uniquely Californian, Paraduxx is a wine that doesn't always fit into traditional categories. Please name Paraduxx as follows on wine lists:</p> <p><i>Acceptable Examples:</i></p> <p>RED BLENDS 2009 Paraduxx Z "Zinfandel" Blend Napa Valley Red Wine</p> <p>PROPRIETARY BLENDS 2009 Paraduxx, Z "Zinfandel" Blend Napa Valley Red Wine</p> <p>OTHER REDS 2009 Paraduxx by Duckhorn, Z "Zinfandel" Blend Napa Valley Red Wine</p> <p><i>Unacceptable Example:</i></p> <p>2009 Duckhorn Paraduxx Napa Valley Z Blend</p>
MERCHANDISING TOOLS	Shelf talkers with key accolades, descriptors and food pairings. Large format bottles. Waitstaff training cards. New Package Design and 2009 Cabernet-based blend.



VINTAGE

2008

2009

2009

COMPOSITION

68% Zinfandel, 24% Cabernet Sauvignon,
7% Merlot, 1% Cabernet Franc

62% Zinfandel, 31% Cabernet Sauvignon,
7% Merlot

62% Cabernet Sauvignon
38% Zinfandel

WINEMAKER

David Marchesi

David Marchesi

David Marchesi

APPELLATION

Napa Valley

Napa Valley

Napa Valley

ALCOHOL

14.5%

14.5%

14.5%

COOPERAGE

Aged 16 months, 80% French, 20% American,
45% New, 65% Second Vintage

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WINE

Paraduxx is a bold and expressive Napa Valley Red Wine. Fusing the robust flavors of California's native Zinfandel with the grandeur of Cabernet Sauvignon, Paraduxx embraces the best of both core varietals.

This benchmark blend has developed its own compelling personality filled with enticing layers of lush fruit and engaging aromatics, allowing it to mix naturally with great food and dynamic company.

Fusing the robust flavors of California's native Zinfandel with the grandeur of Cabernet Sauvignon, the Z Blend embraces the best of both varietals. This unique combination results in a wine with rich, full fruit flavors and soft, elegant tannins, making it a natural complement to a wide array of foods.

The C Blend was crafted from a core of Cabernet Sauvignon fused with the robust flavors of California's native Zinfandel. The depth and power of Cabernet pair well with Zinfandel's bright fruit and spice, creating a balanced wine with mouth-filling tannins that will cellar well for years.

TASTING NOTE

- A lush, medium-weight wine with a smooth, velvety entry and resolved tannins
- Dark and brambly aromas, with raspberry jam, black cherry, cedar and dark chocolate notes, as well as subtler hints of pepper, cinnamon, clove and molasses
- Offers abundant chocolate-covered black cherry and dark fruit flavors with sophisticated accents of dried sage and tobacco leaf

- The aromas are complex and inviting, with lifted red fruit elements of raspberry and plum, as well as deeper bramble fruit notes and layers of vanilla, cream, nutmeg and cinnamon
- A smooth, rich entry leads to sweet plum and lingering spice notes, with hints of cedar and clove
- The wine's lush texture is supported by resolved tannins that lead to a full, ripe finish

- The aromas are complex and alluring with layers of sage and dried tobacco leaf wrapped around a chocolate covered cherry core
- This wine offers a full, textured mouthfeel, with flavors echoing the aromas
- A long, juicy currant finish is underscored by hints of toasted oak and dried herbs