



PARADUXX<sup>®</sup>  
NAPA VALLEY



v06 Red, Connoisseurs' Guide 94 points!



### What Paraduxx Napa Valley Wines Can Do for You

- **What Younger Wine Drinkers Want.** Paraduxx's exuberant, bold blends are *the* choice for the < 40 yr old wine drinker (by 2020 40% of the US drinking population will be Generation Y, aka Millennials, i.e. those born between 1980-1991).
- **Outstanding PR & Accolades.** Paraduxx was rated 94 pts by *Connoisseur's Guide* making it an easy choice for buyers and sellers alike.
- **Successful in Fine Accounts Like Yours.** Paraduxx is featured at stellar on-premise accounts such as Oceanaire, Mastro's, Mustard's, Mandalay Bay, K&L, Hi-Time, Canal's and Wine Library.

### Wines Available

- Paraduxx Napa Valley Red Wine Z Blend
- Paraduxx Napa Valley Red Wine C Blend

### Brand Standards

2009 Paraduxx Napa Valley Red Wine Z Blend

### Pricing Guidelines

Napa Valley Red Wines - \$75 - \$95 BTB. \$48 SRP/\$39.99 feature.

### Channel Mix

50% On-Premise/50% Off-Premise

### Winemaker

David Marchesi



DUCKHORN VINEYARDS

PARADUXX

Goldeneye

MIGRATION<sup>®</sup>

DECOY

