

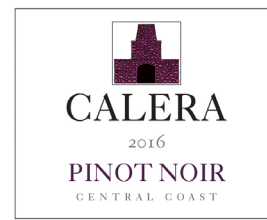
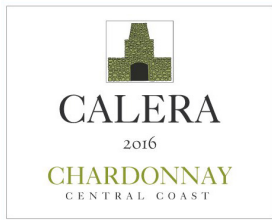


CALERA®

BRAND SUMMARY

11300 Cienega Road, Hollister, California 95023
main (831) 637-9170 orders (800) 354-8885
CaleraWine.com

HISTORY	In 1975, Josh Jensen founded Calera in the Gavilan Mountains of California's Central Coast. Inspired by his mentors in Burgundy, who have grown Pinot Noir in lime-rich soils for centuries; Jensen's goal was to unearth limestone-rich soils in California to create unique and stylish terroir-driven Pinot Noirs. 40 years later, Calera Wines continues to explore their pioneering spirit, and are revered globally for their elegance, complexity and stylish expression of the Central Coast terroir.	
WINEMAKER	Mike Waller	
BRAND GOAL	To be the #1 supplier of luxury Pinot Noir and Chardonnay representing the unique characteristics of the Central Coast AVA	
BRAND OBJECTIVES	<ol style="list-style-type: none"> 1) Introduce the Central Coast AVA and pioneering the Josh Jensen story to wine trade outside of the Central Coast. 2) Double PODs in established markets with a 50% on-premise channel mix 3) Secure on-premise placements in the top 10 accounts in each major market 	
BRAND ESSENCE	Pioneer, Revered, Finesse	
DIFFERENTIATING PROPOSITION	Calera played a pivotal role in establishing Pinot Noir as one of North America's great varietal wines, and helped to establish the Central Coast as one of the New World's most exciting wine regions.	
WINES & PRICING	Calera Central Coast Pinot Noir \$16-18 BTG, \$70-80 BTB, \$30 SRP Calera Central Coast Chardonnay \$14-16 BTG, \$60-70 BTB, \$25 SRP <i>Mt. Harlan Estate Wines</i> : \$85-160 BTB, \$52-88 SRP (See your sales representative for detailed pricing and availability.)	
FOCUS VARIETAL	Pinot Noir, Chardonnay	
ESTATE ACRES	85 Mt. Harlan vine acres	
COMPETITIVE SET	Talbott, Hahn, Morgan, Talley, Chalone Vineyards, Siduri	
CHANNEL STRATEGY	50% On-Premise, 50% Off-Premise	
KEY ACCOLADES	<i>Central Coast Pinot Noir</i> : 92 pts <i>Robert Parker</i> v15 92 pts <i>Robert Parker</i> v14 91 pts <i>Robert Parker</i> v13	<i>Central Coast Chardonnay</i> : 90 pts <i>Jeb Dunnuck</i> v15 92 pts <i>Wine Enthusiast</i> v14 90 pts & 2015 Top 100 Wines <i>Wine Spectator</i> v13
RETAIL STANDARDS	Eye level shelf placement in varietal section next to competitive set or higher-priced wines. In cold box next to competitive set or higher-priced wines.	
ON-PREMISE STANDARDS	<i>Acceptable Examples</i> : 2015 Calera Central Coast Pinot Noir <i>Unacceptable Examples</i> : 2015 Duckhorn Calera Central Coast Pinot Noir	
MERCHANDISING TOOLS	Shelf talkers with key accolades	



WINE NAME	
Calera Central Coast Chardonnay	Calera Central Coast Pinot Noir
VINTAGE	
2016	2016
COMPOSITION	
100% Chardonnay	100% Pinot Noir
APPELLATION	
Central Coast	Central Coast
COORPERAGE	
10 months French Oak 10% New, 90% Neutral 100% Barrel Fermentaion 100% Malolactic Fermentation	11 months French Oak 10% New, 90% Neutral
ALCOHOL	
14.2 %	14.1%
WINE	
Made using grapes from some of the appellation's finest vineyards, the Calera Central Coast Chardonnay has become a benchmark for the region, balancing lush richness with beautiful minerality and bright citrus flavors.	Made using grapes from some of the appellation's finest vineyards, the Calera Central Coast Pinot Noir has become a benchmark for the region, recognized for its enticing aromas, silky texture and vibrant fruit and spice.
TASTING NOTE	
Vibrant and inviting, this wine captures the essence of Chardonnay grown on the cool, windswept Central Coast. Aromas of jasmine, vanilla bean and passion fruit rise from the glass revealing this wine's youthful charm. On the beautifully fruit-driven palate, layers of green apple, grapefruit and pineapple are framed by subtle oak and a refreshing acidity that carry the flavors to a bright, focused finish.	Crafted using grapes from a handful of the finest vineyards on the Central Coast, this alluring wine offers lovely aromatics, soft, velvety tannins and vibrant fruit. On the palate, layers of Bing cherry, wild strawberry and sassafras are underscored by hints of white pepper and baking spices that add nuance and complexity to a long, lush finish.