



What Calera Wines Do for You

- **American Pinot Pioneer Josh Jensen.** One of America's most respected vintners, Josh Jensen was hailed as a "Pinot Pioneer" by the *Wine Spectator*, named the *SF Chronicle's* "Winemaker of the Year" in 2007, and honored as the "2016 Rockstar of Wine" at the World of Pinot.
- **Central Coast AVA.** The region produces some of California's most intriguing, up-and-coming wines. Most vineyards lie in valleys that open up to the Pacific which reduces temperatures and sun exposure on the grapes enabling cool climate varieties Chardonnay and Pinot Noir to thrive here. The defining sub-AVA is Calera's **Mt. Harlan** world-renowned for its single vineyard Pinot Noirs thanks to its limestone soils and high elevation.
- **Revered Wines.** *Wine Advocate* called Calera "California's Romanée-Conti," the *San Francisco Chronicle* said it can "unequivocally be called one of California's grand crus," and Calera was named a *Wine & Spirits* "Top 100 Winery" four times in the past decade.

Winemaker

Mike Waller



Brand Standards

2014 Calera Central Coast Pinot Noir

Wines Available

Central Coast

- Central Coast Pinot Noir
- Central Coast Chardonnay

Mt. Harlan

- Mt. Harlan Chardonnay
- Mt. Harlan Pinot Noir *Jensen Vineyard*
- Mt. Harlan Pinot Noir *de Villiers Vineyard*
- Mt. Harlan Pinot Noir *Mills Vineyard*
- Mt. Harlan Pinot Noir *Ryan Vineyard*



Pricing Guidelines – Central Coast Tier

- Pinot Noir- \$15-20 BTG, \$55-60 BTB, \$28 SRP
- Chardonnay - \$12-15 BTG, \$40-45 BTB, \$20 SRP

Channel Mix Target

50% On-Premise / 50% Off-Premise