

CALERA

BRAND SUMMARY

11300 Cienega Road, Hollister, California 95023

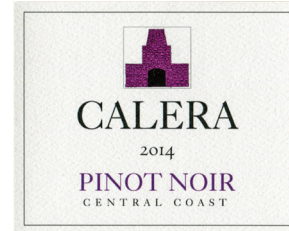
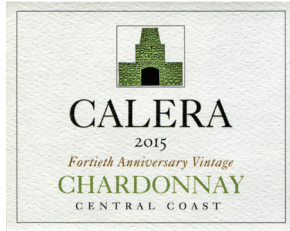
main (831) 637-9170 orders (800) 354-8885

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	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 \$15-20 BTG, \$55-60 BTB, \$28 SRP Calera Central Coast Chardonnay \$12-15 BTG, \$40-45 BTB, \$20 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> v14 91 pts <i>Robert Parker</i> v13 <i>Central Coast Chardonnay</i> : 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> : 2014 Calera Central Coast Pinot Noir <i>Unacceptable Examples</i> : 2014 Duckhorn Calera Central Coast Pinot Noir
MERCHANDISING TOOLS	Shelf talkers with key accolades

CALERA

CENTRAL COAST WINES



WINE NAME	
Calera Central Coast Chardonnay	Calera Central Coast Pinot Noir
VINTAGE	
2015	2014
COMPOSITION	
100% Chardonnay	100% Pinot Noir
APPELLATION	
Central Coast	Central Coast
VINEYARD SOURCING	
Pedregal Vineyard – San Benito County Laetitia Vineyard – San Luis Obispo County Sierra Madre Vineyard – San Barbara County Chalone Vineyard – Monterey County Bien Nacido Vineyard – Santa Barbara County Lone Oak Vineyard – Monterey County Zabala Vineyard- Monterey County	Laetitia Vineyard - San Luis Obispo County Bien Nacido Vineyard- Santa Barbara County Sierra Madre Vineyard - Santa Barbara County Chula Viña Vineyard - Monterey County Pedregal Vineyard – San Benito County Solomon Hills Vineyard - Santa Barbara County
COORPERAGE	
10 months French Oak 10% New, 90% Neutral 100% Barrel Fermentaion 100% Malolactic Fermentation	11 months French Oak 10% New, 90% Neutral 100% Malolactic Fermentation
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	
Tangerine, gardenia and Meyer lemon accented by Marcona almond and pear waft from this beautiful 2015 Chardonnay; succulent, bright and rich like key lime pie. The palate is flavorful, lush and lively with notes of mineral and citrus zest and a delightful zingy mouthcoating richness persisting into a long, lingering finish.	A beautiful bouquet of cranberry, boysenberry, redwood bark, and a hint of red licorice waft from this 2014 Pinot Noir. Then an enchantingly juicy, mouthwatering palate of perfumey raspberry, red cherry and cassis roll smoothly into a perky sweet-tart, persistent, rose petal finish.