



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*.
- **Central Coast AVA.** The region produces some of California's most intriguing 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 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" and Calera was named a *Wine & Spirits* "Top 100 Winery" six times in the past decade.

Winemaker

Mike Waller



Brand Standards

2016 Calera Central Coast Pinot Noir

Wines Available

Central Coast

- Central Coast Vin Gris of Pinot Noir
- Central Coast Viognier
- Central Coast Chardonnay
- Central Coast Pinot Noir

Mt. Harlan

- Mt. Harlan Viognier
- 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

- Vin Gris - \$45-55 BTB, \$22 SRP
- Viognier - \$35-45 BTB, \$18 SRP
- Chardonnay - \$14-16 BTG, \$60-70 BTB, \$25 SRP/\$19.99 Feature
- Pinot Noir- \$16-18 BTG, \$70-80 BTB, \$30 SRP/\$24.99 Feature

Channel Mix Target

50% On-Premise / 50% Off-Premise