



Contact: Miriam Pitt
Miriam@jam-pr.com
1.415.495.1107
Toll free: 1.866.449.2666

**DUCKHORN WINE COMPANY DEBUTS ITS CANVASBACK
WASHINGTON STATE RED MOUNTAIN CABERNET SAUVIGNON**

NAPA VALLEY, Calif. – September 8, 2014 – Duckhorn Wine Company is proud to announce the launch of its debut 2012 Canvasback Washington State Red Mountain Cabernet Sauvignon. The inaugural vintage of Canvasback was made using Cabernet Sauvignon from some of Red Mountain’s most acclaimed vineyards, including Klipsun, La Coye, Shaw and Quintessence, and will retail for an SRP of \$40. The launch of this limited-release follows several years of groundwork by Duckhorn Wine Company in Washington State that has included the hiring of legendary Washington winegrower Dick Boushey as vineyard manager, the acquisition and planting of Canvasback’s 20-acre Longwinds Estate Vineyard on Red Mountain, and the appointment of admired local winemaker Brian Rudin.

After an extensive search facilitated by Dick Boushey, Duckhorn Wine Company chose Red Mountain as the site for Canvasback. With ideal soils, a perfect sloping southwestern exposure, and a dry desert climate with 40+° temperature swings between day and night, Red Mountain is widely recognized as one of the finest regions in Washington for growing Cabernet Sauvignon.

“While our roots are in Napa Valley, we have always had a pioneering spirit,” says Duckhorn Wine Company President and CEO Alex Ryan. “This led us to champion New World Merlot at Duckhorn Vineyards, it took us to the Anderson Valley to make Pinot Noir at Goldeneye, and now it’s brought us to Red Mountain. There is an excitement and energy there that we are thrilled to be a part of. It’s the new frontier for luxury Cabernet.”

In 2013, Canvasback acquired a 20-acre unplanted vineyard site on Red Mountain, situated just above Col Solare (the vineyard partnership between Tuscany’s Marchesi Antinori and Washington’s Ste. Michelle Wine Estates). Located near the top of the mountain, above the frost zone at an elevation of approximately



1,100 to 1,300 feet, the property was widely recognized as the most coveted uncultivated site of the mountain. In June of 2014, under the guidance of Brian Rudin and Dick Boushey, Canvasback planted the site to 75% Cabernet Sauvignon, with the remainder being Merlot.

“With our Longwinds Vineyard, we’ve quite literally put down roots here on Red Mountain,” says Brian Rudin, who prior to being named winemaker for Canvasback was the winemaker for Washington’s Cadaretta and Buried Cane wineries. “This is an important part of our long-term vision for Canvasback, and our goal of making a great terroir-driven wine from one of the finest Cabernet Sauvignon winegrowing regions. I’ve been given all the tools to meet this goal: one of the finest vineyard sites on the mountain, the ability to establish an estate vineyard from scratch, and access to the finest winegrowing partners in the region.”

For more information about Canvasback, please visit CanvasbackWine.com, or join us online at [Twitter.com/CanvasbackWine](https://twitter.com/CanvasbackWine) and [Instagram.com/CanvasbackWine](https://www.instagram.com/CanvasbackWine).

About Duckhorn Wine Company

Duckhorn Wine Company has helped set the standard for American fine wine for almost four decades. The Duckhorn family includes Duckhorn Vineyards, Goldeneye, Paraduxx, Migration, Decoy and Canvasback. With grapes selected from estate vineyards, as well as a variety of sought-after vineyard sites, each winery is presented with a canvas of lots from which to blend its wines. Focused on careful grape selection, innovative winemaking techniques and a premium barrel-aging program, Duckhorn Wine Company is founded on an unwavering commitment to quality. Duckhorn Wine Company wines are available throughout the United States, on five continents, and in 45 countries. For more information, visit Duckhorn.com.

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