

CANVASBACK®

WASHINGTON STATE

BRAND SUMMARY

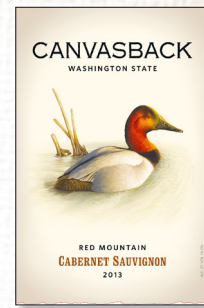
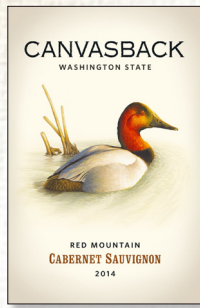
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CanvasbackWine.com

HISTORY	In 2012, Duckhorn Wine Company made its inaugural vintage of Canvasback Red Mountain Cabernet Sauvignon. Home to some of Washington State's most celebrated vineyards, Red Mountain is renowned for Cabernet. With ideal southwest-facing slopes and significant day and nighttime temperature swings, this small but highly prized area in Eastern Washington produces exceptional wines. Named for the Canvasback duck, native to the Pacific Flyway, Canvasback is crafted from grapes cultivated by some of Red Mountain's finest growers.
WINEMAKER	Brian Rudin
TAG LINE	Explore the new frontier for luxury Cabernet
BRAND GOAL	To be the #1 internationally distributed Washington State luxury Cabernet Sauvignon
BRAND OBJECTIVES	<ol style="list-style-type: none">1. Introduce the renowned Red Mountain Cabernet Sauvignon terroir to wine trade outside of the Pacific Northwest2. Double PODs in all markets with a 50% on-premise channel mix3. Adhere to all suggested pricing guidelines and achieve 100% National Account compliance
BRAND ESSENCE	Heritage, Daring, Rugged, Masculine, Uncommon
DIFFERENTIATING PROPOSITION	Backed by the pedigree & winemaking expertise of Duckhorn, Canvasback produces luxury Cabernet on par with the renowned Cabernets of Red Mountain.
WINES & PRICING	Canvasback Red Mountain Washington State Cabernet Sauvignon \$65-80 BTB, \$40 SRP
FOCUS VARIETAL	Cabernet Sauvignon
ESTATE ACRES	18 acres dedicated to Canvasback
COMPETITIVE SET	Jordan, Hall, Stag's Leap Winery, Stags' Leap Wine Cellars
KEY ACCOLADES	94 pts - <i>Wine & Spirits</i> v13, 91 pts - <i>Wine & Spirits</i> v12
SOURCING	We source our fruit from some of the preeminent vineyards around the small but highly acclaimed Red Mountain AVA, including Ambassador, Shaw, Quintessence, Kiona, Canyons, Obelisco and Klipsun. Future vintages will also be sourced from renowned Ciel du Cheval and our 18-acre Longwinds estate vineyard.
CHANNEL STRATEGY	50% On-Premise, 50% Off-Premise
RETAIL STANDARDS	Eye-level shelf placement in luxury Cabernet Sauvignon section next to competitive set
ON-PREMISE MERCHANDISING STANDARDS	<i>Acceptable Examples:</i> 2014 Canvasback Red Mountain Washington State Cabernet Sauvignon 2014 Canvasback by Duckhorn Red Mountain Washington State Cabernet Sauvignon* <i>*(If no other Duckhorn Vineyards red wines on list)</i>
MERCHANDISING TOOLS	Large format bottles, shelf talkers with key accolades, descriptors and food pairings, waitstaff training cards

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VINTAGE

2014

2013

COMPOSITION

87% Cabernet Sauvignon, 9% Merlot, 2% Malbec,
2% Cabernet Franc

88% Cabernet Sauvignon, 9% Merlot, 3% Malbec

APELLATION

Red Mountain, Washington State

Red Mountain, Washington State

ALCOHOL

14.5%

14.5%

COOPERAGE

Aged 18 months, 99% French oak, 1% American oak,
40% new, 60% neutral

Aged 16 months, 100% French oak,
40% new, 60% neutral

WINE

Home to some of Washington State's most celebrated vineyards, Red Mountain is renowned for Cabernet Sauvignon. With ideal southwest-facing slopes and significant day and nighttime temperature swings, this small but highly prized area in Eastern Washington produces exceptional wines. Named for the Canvasback duck, which is native to the Pacific Flyway, this wine was crafted from grapes cultivated by some of Red Mountain's finest growers. With Canvasback, our aim is to express and develop the depth, structure and sophistication that define wines from this young and exciting appellation.

TASTING NOTES

This fragrant wine begins with alluring aromas of blackberry, plum and mountain huckleberry intermingled with brighter notes of Bing cherry and ripe wild strawberry. As it evolves in the glass, layers of anise and sarsaparilla are revealed, alongside hints of caramel and espresso from barrel aging. On the palate, the entry is supple, weighty and rounded, with deliciously ripe tannins and juicy acidity coming together to create a classically structured Cabernet. Underscoring its lush character and fruit intensity is a lovely freshness that carries the wine to a bright, lingering finish.

A gorgeous expression of Red Mountain Cabernet Sauvignon, this wine begins with effusive aromas of blackberry, marionberry and black cherry. As it evolves, layers of mocha, cinnamon and clove reveal themselves, as well as hints of sarsaparilla and black licorice, all of which frame the fruit, while adding depth and nuance. The palate is supple and juicy, with a voluminous texture, hedonistic black fruit and a complex French oak-inspired spice box note that carries through to a long and sophisticated finish.