

# DUCKHORN

VINEYARDS

NAPA VALLEY



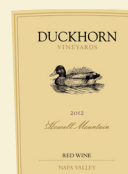
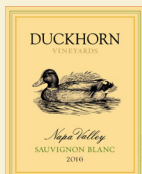
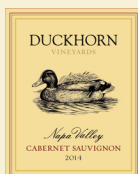
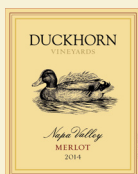
## BRAND SUMMARY

1000 Lodi Lane, St. Helena, California 94574

main (707) 963-7108 orders (800) 354-8885

DuckhornVineyards.com

HISTORY	Founded by Dan and Margaret Duckhorn in 1976, Duckhorn Vineyards has been crafting classic Napa Valley wines for nearly 40 years. From its inaugural vintage of 800 cases of Cabernet Sauvignon and 800 cases of Merlot in 1978 to its addition of Sauvignon Blanc in 1982, Duckhorn Vineyards has crafted a tradition of quality and excellence that continues today.		
WINEMAKER	Renée Ary		
BRAND GOAL	To be the #1 super-luxury Napa Valley winery in the world		
BRAND OBJECTIVES	<ol style="list-style-type: none"> <li>1. Expand Napa Tier points of distribution by 20%; Napa Chardonnay by 100%</li> <li>2. Ensure all suggested pricing guidelines</li> <li>3. Achieve 100% National Account program compliance both on- and off-premise</li> </ol>		
BRAND ESSENCE	Enduring and pioneering wines of distinction, for consumers looking for classic Napa Valley wines		
DIFFERENTIATING PROPOSITION	Duckhorn Vineyards sets the standard for American fine wines and is one of the few “call brands” in the wine industry.		
WINES & PRICING	<p><b>Napa Tier</b></p> <ul style="list-style-type: none"> <li>• Sauvignon Blanc - \$45-60 BTB, \$15-20 BTG, \$30 SRP</li> <li>• Chardonnay - \$60-70 BTB, \$18-20 BTG, \$35 SRP</li> <li>• Merlot - \$85-98 BTB, \$20-25 BTG, \$54 SRP</li> <li>• Cabernet Sauvignon - \$115-135 BTB, \$75 SRP</li> </ul>	<p><b>Estate Collection</b></p> <ul style="list-style-type: none"> <li>• Merlot <i>Three Palms Vineyard</i> - \$150-180 BTB, \$95 SRP</li> <li>• Howell Mountain Red Wine - \$150-180 BTB, \$95 SRP</li> <li>• The Discussion Red Wine - \$165-185 BTB, \$135 SRP</li> </ul>	
FOCUS VARIETALS	Cabernet Sauvignon, Merlot, Sauvignon Blanc, Chardonnay		
COMPETITIVE SET	Caymus, Silver Oak, Stag’s Leap Wine Cellars, Rombauer		
ESTATE ACRES	240 Napa Valley vine acres		
CHANNEL STRATEGY	60% On-Premise, 40% Off-Premise		
KEY ACCOLADES	<p><b>Overall:</b></p> <ul style="list-style-type: none"> <li>• Top 4 Overall Domestic Wine Brand, <i>Wine &amp; Spirits Restaurant Poll</i></li> </ul> <p><b>Sauvignon Blanc:</b></p> <ul style="list-style-type: none"> <li>• 90 pts <i>Wine Spectator</i> v15</li> <li>• 90 pts <i>Wine Spectator</i> v14</li> </ul> <p><b>Chardonnay:</b></p> <ul style="list-style-type: none"> <li>• 91 pts <i>Wine Enthusiast</i> v14</li> <li>• 90 pts <i>Robert Parker</i> v14</li> </ul>	<p><b>Merlot:</b></p> <ul style="list-style-type: none"> <li>• #1 Merlot <i>Wine &amp; Spirits Restaurant Poll</i></li> <li>• 90 pts <i>Wine Enthusiast</i> v13</li> </ul> <p><b>Cabernet Sauvignon:</b></p> <ul style="list-style-type: none"> <li>• 90 pts <i>James Suckling</i> v14</li> <li>• 95 pts <i>Wine &amp; Spirits</i> v13</li> </ul> <p><b>Three Palms Merlot:</b></p> <ul style="list-style-type: none"> <li>• 92 pts <i>Wine Spectator</i> v13</li> <li>• 93 pts <i>Wine Enthusiast</i> v12</li> </ul>	<p><b>Howell Mountain Red Wine:</b></p> <ul style="list-style-type: none"> <li>• 92 pts <i>Wine Spectator</i> v12</li> <li>• 93 pts <i>Wine Enthusiast</i> v09</li> </ul> <p><b>The Discussion:</b></p> <ul style="list-style-type: none"> <li>• 92 pts <i>James Suckling</i> v12</li> <li>• 93 pts <i>Wine &amp; Spirits</i> v11</li> <li>• 94 pts <i>Wine Enthusiast</i> v10</li> <li>• 93 pts <i>Wine Enthusiast</i> v09</li> </ul>
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	<b>Acceptable Example:</b> 2014 Duckhorn Vineyards Napa Valley Merlot <i>or</i> 2014 Duckhorn Napa Valley Merlot		
MERCHANDISING TOOLS	Case wraps, large format bottles, shelf talkers with key accolades and descriptors, waitstaff training cards		



VARIETAL

Merlot	Cabernet Sauvignon	Sauvignon Blanc	Chardonnay	Merlot <i>Three Palms Vineyard</i>	Howell Mountain Red Wine	The Discussion Red Wine
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VINTAGE

2014	2014	2016	2014	2014	2012	2013
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COMPOSITION

88% Merlot, 7% Cabernet Sauvignon, 3% Petit Verdot, 2% Cabernet Franc	83% Cabernet Sauvignon, 13% Merlot, 2% Cabernet Franc, 2% Petit Verdot	84% Sauvignon Blanc, 16% Sémillon	100% Chardonnay	86% Merlot, 8% Cabernet Sauvignon, 4% Malbec, 2% Petit Verdot	75% Cabernet Sauvignon, 19% Merlot, 5% Cabernet Franc, 1% Petit Verdot	61% Cabernet Sauvignon, 25% Merlot, 10% Cabernet Franc, 4% Petit Verdot
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APPELLATION

Napa Valley	Napa Valley	Napa Valley	Napa Valley	Napa Valley	Napa Valley	Napa Valley
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ALCOHOL

14.5%	14.5%	13.5%	14.5%	14.5%	14.9%	14.5%
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COOPERAGE

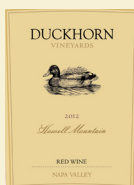
16 mo. French Oak 40% New, 60% Neutral	16 mo. French Oak 50% New, 50% Neutral	5 mo. Sur lie, 10% New French Oak, 90% SS	16 mo. French Oak 45% New French Oak, 45% Neutral, 10%SS	18 mo. French Oak 75% New, 25% Neutral	24 mo. French Oak 95% New, 5% neutral	18 mo. French Oak 95% New, 5% Neutral, 6 mo. 100% Neutral
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WINE DESCRIPTION

Our Napa Valley Merlot is a complex blend of several individual vineyard lots. The final wine is a rich and cohesive expression of the entire appellation.	Our Cabernet Sauvignon is a blend of individual vineyard lots, utilizing exceptional fruit from our estate vineyards and independent growers. The final wine is a classic expression of the Napa Valley.	Focusing on vibrant citrus flavors, we source fruit from various microclimates. Barrel fermentation and the addition of Sémillon result in a full-flavored wine exhibiting balanced acidity and bright fruit.	Sourced from the coolest regions of Napa, in the cellar we applied classic techniques of French Oak barrel fermentation with lees stirring, resulting in a beautiful balance and richness of Napa Valley.	Our first Merlot from Three Palms was our inaugural 1978 vintage, beginning over a quarter century of tradition crafting full-bodied wines that reflect the unique terroir of this site.	Recognized as one of the Napa Valley's most acclaimed winegrowing regions, grapes from Howell Mountain are famous for producing age-worthy Red Wines with rich, deep color and excellent structure.	The Discussion Estate Grown Napa Valley Red Wine is a blend 30 years in the making and represents the pinnacle of the Duckhorn Vineyards portfolio and the ongoing dialogue that defines great winemaking.
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TASTING NOTES

Intense aromas of ripe cherry, plum and black fig are underscored by hints of leather and cedar. On the palate, it is supple, with bright acidity and velvety tannins supporting layers of fruit with hints of coffee and chocolate that carry through on the long finish.	On the nose, vibrant layers of red and black fruit mingle with hints of violet, dried herbs, black licorice and graphite. The flavors echo the aromas, with lovely black currant and licorice elements supported by firm, impeccably balanced, tannins and an excellent structure.	Aromas of lychee, pineapple cake and nectarine leap from the glass, along with zesty notes of grapefruit and lime. The palate is beautifully structured, striking a seamless balance between its rich, silky texture and the crisp acidity that adds poise and freshness to the bright citrus fruit layers.	From its aromas of Bosc pear, lemon cream, vanilla and chai to its silky entry and bright minerality, this is a vibrant and complex Chardonnay. On the palate, it strikes a beautiful balance between richness and elegance, with a lush texture and abundant flavors framed by lively acidity.	A stunning, age worthy Merlot displaying beautiful layers of dense dark red fruit, cedar, graphite and cream, as well as hints of wet river rock. Pure and polished on the palate, the rich flavors are underscored by firm, structured tannins and subtle sweet oak.	This is a complex and beautifully structured wine with aromas of wild berries, red currant, dried herbs and graphite. The aromas carry through to the firm, round palate, where they mingle with layered flavors of vibrant red fruit, slate and hibiscus	Showcasing aromas of red and black currant, strawberry rhubarb and black cherry, along with hints of baking spice, sage, vanilla. On the palate, rich, round tannins add depth, while French oak aging imparted a lovely mouthfilling creaminess that adds length to a supple and lingering finish.
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VARIETAL

Howell Mountain  
Red Wine

Cabernet Sauvignon  
*Monitor Ledge Vineyard*

Late Harvest  
Sauvignon Blanc

VINTAGE

2012

2012

2012

COMPOSITION

75% Cabernet Sauvignon,  
19% Merlot,  
5% Cabernet Franc,  
1% Petit Verdot

88% Cabernet Sauvignon,  
8% Merlot,  
4% Petit Verdot

76% Sauvignon Blanc,  
24% Sémillon

APPELLATION

Napa Valley

Napa Valley

Knights Valley

ALCOHOL

14.9%

14.5%

12%  
Residual Sugar 189.2 G/L

COOPERAGE

24 mo. French Oak  
95% New, 5% neutral

18 mo. French Oak  
85% New, 15% 2nd

18 mo. French Oak  
100% New French Oak

WINE DESCRIPTION

Duckhorn Vineyards has sourced grapes from Howell Mountain for more than a quarter century and has crafted a Howell Mountain bottling since 1989. Recognized as one of the Napa Valley's most acclaimed winegrowing regions, grapes from Howell Mountain are famous for producing age-worthy Red Wines with rich, deep color and excellent structure. To encourage further complexity, we bottle-age this mountain-grown wine one year longer than our other wines prior to release.

Monitor Ledge takes its name from an outcropping in the mountains overlooking the vineyard. The fruit from Monitor Ledge has been an important component of Duckhorn Vineyards wine blends since 1985. Located on the alluvial fan of Selby Creek, the site is composed of cobblestones and a gravelly, sandy loam soil. Because water drains rapidly in the lean soil, the vines struggle to grow, and the resulting fruit has intensity and structure that make the wines from this vineyard unique.

This rare and enticing Late Harvest Sauvignon Blanc was made using fruit from a storied single vineyard in Sonoma County's Knights Valley. Left to patiently ripen for an extra month, these grapes produced a rich, concentrated wine with alluring tropical aromas, pure sweet peach flavors and balancing acidity. To add complexity, it was aged on the lees for ten months in new oak.

TASTING NOTE

Capturing the essence of great mountain-grown Cabernet Sauvignon, this is a complex and beautifully structured wine with aromas of wild berries, red currant, dried herbs and graphite. The aromas carry through to the firm, round palate, where they mingle with layered flavors of vibrant red fruit, slate and hibiscus.

Both elegant and appealing, this wine slowly reveals layered aromas of truffle, blackberry, dried fig and rose petals, as well as hints of sweet, warm oak. On the palate, flavors of pomegranate, red raspberry and rhubarb underscore the darker fruit elements, with hints of thyme and tamarind paste adding savoriness to a long, focused finish.

This lovely late harvest wine displays enticing layered aromas of jasmine, honeysuckle, lychee, orange peel, vanilla bean and pineapple upside-down cake. On the palate, beautiful natural acidity adds length and dimension to the creamy mouthfeel, carrying the lush tropical flavors of guava and kiwi through to a long, lingering finish.