

# DUCKHORN

VINEYARDS

NAPA VALLEY



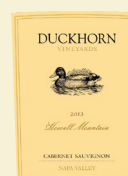
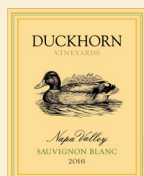
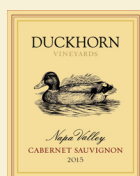
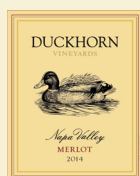
## BRAND SUMMARY

1000 Lodi Lane, St. Helena, California 94574

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

DuckhornVineyards.com

<b>HISTORY</b>	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 and Chardonnay, Duckhorn Vineyards has crafted a tradition of quality and excellence that continues today.		
<b>WINEMAKER</b>	Renée Ary		
<b>BRAND GOAL</b>	To be the #1 super-luxury Napa Valley winery in the world		
<b>BRAND OBJECTIVES</b>	<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>		
<b>BRAND ESSENCE</b>	Enduring and pioneering wines of distinction, for consumers looking for classic Napa Valley wines		
<b>DIFFERENTIATING PROPOSITION</b>	Duckhorn Vineyards sets the standard for American fine wines and is one of the few “call brands” in the wine industry.		
<b>WINES &amp; PRICING</b>	<p><i>Napa Tier</i></p> <ul style="list-style-type: none"> <li>• Sauvignon Blanc - \$45-60 BTB, \$15-20 BTG, \$30 SRP</li> <li>• Chardonnay - \$60-70 BTB, \$16-20 BTG, \$35 SRP</li> <li>• Merlot - \$85-98 BTB, \$20-25 BTG, \$54 SRP</li> <li>• Cabernet Sauvignon - \$115-135 BTB, \$78 SRP</li> </ul>	<p><i>Estate Collection</i></p> <ul style="list-style-type: none"> <li>• Merlot <i>Three Palms Vineyard</i> - \$160-180 BTB, \$98 SRP</li> <li>• Howell Mtn Cabernet Sauvignon - \$160-180 BTB, \$98 SRP</li> <li>• The Discussion Red Wine - \$175-195 BTB, \$135 SRP</li> </ul>	
<b>FOCUS VARIETALS</b>	Cabernet Sauvignon, Merlot, Sauvignon Blanc, Chardonnay		
<b>COMPETITIVE SET</b>	Caymus, Silver Oak, Stag’s Leap Wine Cellars, Rombauer		
<b>ESTATE ACRES</b>	240 Napa Valley vine acres		
<b>CHANNEL STRATEGY</b>	60% On-Premise, 40% Off-Premise		
<b>KEY ACCOLADES</b>	<p><i>Overall:</i></p> <ul style="list-style-type: none"> <li>• Top 4 Overall Domestic Wine Brand, <i>Wine &amp; Spirits Restaurant Poll</i></li> </ul> <p><i>Sauvignon Blanc:</i></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><i>Chardonnay:</i></p> <ul style="list-style-type: none"> <li>• 91 pts <i>Wine Enthusiast</i> v15</li> <li>• 90 pts <i>Robert Parker</i> v14</li> </ul>	<p><i>Merlot:</i></p> <ul style="list-style-type: none"> <li>• 92 pts <i>Wine Spectator</i> v14</li> <li>• 90 pts <i>Wine Enthusiast</i> v13</li> </ul> <p><i>Cabernet Sauvignon:</i></p> <ul style="list-style-type: none"> <li>• 92 pts <i>Wine Spectator</i> v14</li> <li>• 95 pts <i>Wine &amp; Spirits</i> v13</li> </ul> <p><i>Three Palms Merlot:</i></p> <ul style="list-style-type: none"> <li>• #1 Wine of the Year <i>Wine Spectator</i> v14</li> <li>• 92 pts <i>Wine Spectator</i> v13</li> </ul>	<p><i>Howell Mtn Cabernet Sauvignon:</i></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><i>The Discussion:</i></p> <ul style="list-style-type: none"> <li>• 92 pts <i>Wine &amp; Spirits</i> v13</li> <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> </ul>
<b>RETAIL STANDARDS</b>	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		
<b>ON-PREMISE STANDARDS</b>	<i>Acceptable Example:</i> 2014 Duckhorn Vineyards Napa Valley Merlot <i>or</i> 2014 Duckhorn Napa Valley Merlot		
<b>MERCHANDISING TOOLS</b>	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 Cabernet Sauvignon	The Discussion Red Wine
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VINTAGE

2014	2015	2016	2015	2014	2013	2013
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COMPOSITION

88% Merlot, 7% Cabernet Sauvignon, 3% Petit Verdot, 2% Cabernet Franc	82% Cabernet Sauvignon, 10% Merlot, 6% Petit Verdot, 2% Cabernet Franc,	84% Sauvignon Blanc, 16% Sémillon	100% Chardonnay	86% Merlot, 8% Cabernet Sauvignon, 4% Malbec, 2% Petit Verdot	88% Cabernet Sauvignon, 10% Merlot, 2% Petit Verdot	61% Cabernet Sauvignon, 25% Merlot, 10% Cabernet Franc 4% Petit Verdot
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APELLATION

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%	14.1%	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	10 mo. French Oak 45% New French Oak, 23% 2nd Vintage, 22% Neutral, 10%SS	18 mo. French Oak 75% New, 25% Neutral	18 mo. French Oak 85% New, 15% Neutral, 6 mo. 100% 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 Chardonnay that balances the complexity 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.	Beginning with a gorgeous berry nose with cedar, sage and licorice, this is a lush and lively Cabernet. On the palate, the alluring fruit flavors are underscored by bright acidity, firm polished tannins and notes of fig, licorice and cinnamon that linger on the well-structured finish.	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 gorgeous aromas of nectarine, vanilla and cream to its bright entry and rich, silky texture, this is a vibrant and complex Chardonnay. On the palate, flavors of pear, peach, chai and wildflowers are elegantly framed by delicate hints of French oak, all leading to a long and mineral-driven finish.	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 bright acidity and a rich entry of dark brambly fruit, clove and mocha. Robust tannins and ripe berry flavors define the palate, along with layers of vanilla, nougat and sweet tea leaves, carrying the wine to a long sweet finish.	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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