



## What Duckhorn Vineyards Wines Do for You

- **The Call Brand in Wine.** Duckhorn has been one of the top restaurant wine brands since 1999 according to the *Wine & Spirits* Annual Restaurant Poll.
- **Iconic American Wines that Sell.** Duckhorn is a top 10 selling luxury winery off-premise with the #1 super luxury Sauvignon Blanc and Merlot.
- **Estate Vineyard Sourcing.** Up to 30% of the fruit for each bottle comes from our 200+ acres of world-class Napa Valley estate vineyards.

## Winemaker

Renee Ary



## Brand Standards

2014 Duckhorn Vineyards Napa Valley Merlot



## Channel Mix Target

60% On-Premise/40% Off-Premise

## Wines Available

### **Napa Valley Tier**

- Napa Valley Sauvignon Blanc
- Napa Valley Chardonnay
- Napa Valley Merlot
- Napa Valley Cabernet Sauvignon

### **Vineyard Collection**

- Napa Valley Merlot *Three Palms Vineyard*
- Howell Mountain Napa Valley Cabernet Sauvignon
- The Discussion Napa Valley Red Wine



## Pricing Guidelines – Napa Valley Tier

- Sauv. Blanc - \$15-20 BTG. \$45-60 BTB. \$30 SRP/  
\$25.99 Feature
- Chardonnay - \$18-20 BTG. \$60-70 BTB. \$35 SRP/  
\$31.99 Feature
- Merlot - \$20-25 BTG. \$85-98 BTB. \$54 SRP/  
\$49.99 Feature
- Cabernet Sauvignon - \$115-135 BTB. \$78 SRP/  
\$69.99 Feature