



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.
- **America's #1 Luxury Merlot.** Duckhorn is the #1 by the bottle Merlot in high end restaurants and is a must have wine for fine accounts.
- **Estate Vineyard Sourcing.** Up to 30% of the fruit for each bottle comes from our 200+ acres of world-class estate vineyards.



Winemaker

Renee Ary

Brand Standards

2013 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 Red Wine
- 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 - \$115-135 BTB. \$75 SRP