

DUCKHORN

VINEYARDS

NAPA VALLEY



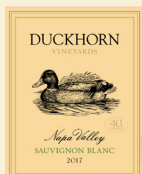
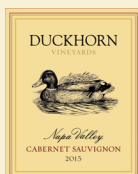
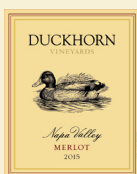
BRAND SUMMARY

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 and Chardonnay, 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"> 1. Expand Napa Tier points of distribution by 20%; Napa Chardonnay by 100% 2. Ensure all suggested pricing guidelines 3. Achieve 100% National Account program compliance both on- and off-premise 		
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><i>Napa Tier</i></p> <ul style="list-style-type: none"> • Sauvignon Blanc - \$55-75 BTB, \$15-20 BTG, \$30 SRP • Chardonnay - \$55-75 BTB, \$16-20 BTG, \$35 SRP • Merlot - \$90-115 BTB, \$20-25 BTG, \$56 SRP • Cabernet Sauvignon - \$130-155 BTB, \$78 SRP 	<p><i>Estate Collection</i></p> <ul style="list-style-type: none"> • Merlot <i>Three Palms Vineyard</i> - \$150-200 BTB, \$98 SRP • Howell Mtn Cabernet Sauvignon - \$150-200 BTB, \$98 SRP • The Discussion Red Wine - \$190-250 BTB, \$140 SRP 	
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><i>Overall:</i></p> <ul style="list-style-type: none"> • Top 4 Overall Domestic Wine Brand, <i>Wine & Spirits Restaurant Poll</i> <p><i>Sauvignon Blanc:</i></p> <ul style="list-style-type: none"> • 90 pts <i>Wine Spectator</i> v17 • 95 pts <i>Wine Review Online</i> v16 <p><i>Chardonnay:</i></p> <ul style="list-style-type: none"> • 93 pts <i>Wine & Spirits</i> v16 • 91 pts <i>Wine Enthusiast</i> v15 	<p><i>Merlot:</i></p> <ul style="list-style-type: none"> • 94 pts <i>Wine Review Online</i> v15 • 92 pts <i>Wine Spectator</i> v14 <p><i>Cabernet Sauvignon:</i></p> <ul style="list-style-type: none"> • 90 pts <i>Wine Enthusiast</i> v15 • 92 pts <i>Wine Spectator</i> v14 <p><i>Three Palms Merlot:</i></p> <ul style="list-style-type: none"> • 96 pts <i>Wine Review Online</i> v15 • #1 Wine of the Year <i>Wine Spectator</i> v14 	<p><i>Howell Mtn Cabernet Sauvignon:</i></p> <ul style="list-style-type: none"> • 95 pts <i>Wine Review Online</i> v13 • 92 pts <i>Wine Spectator</i> v12 <p><i>The Discussion:</i></p> <ul style="list-style-type: none"> • 93 pts <i>Wine & Spirits</i> v14 • 92 pts <i>Wine & Spirits</i> v13 • 92 pts <i>James Suckling</i> v12 • 93 pts <i>Wine & Spirits</i> v11
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	<i>Acceptable Example:</i> 2015 Duckhorn Vineyards Napa Valley Merlot <i>or</i> 2015 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 Cabernet Sauvignon	The Discussion Red Wine
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VINTAGE

2015	2015	2017	2016	2015	2014	2014
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COMPOSITION

85% Merlot, 12% Cabernet Sauvignon, 2% Cabernet Franc, 1% Petit Verdot	82% Cabernet Sauvignon, 10% Merlot, 6% Petit Verdot, 2% Cabernet Franc,	82% Sauvignon Blanc, 18% Sémillon	100% Chardonnay	91% Merlot, 7% Cabernet Sauvignon, 1.5% Petit Verdot, .5% Cabernet Franc	85% Cabernet Sauvignon, 14% Merlot, 1% Petit Verdot	57% Cabernet Sauvignon, 37% Merlot, 5% Cabernet Franc 1% 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%	14.1%	14.7%	14.5%	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 95% New, 5% 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

This wine displays juicy layers of Bing cherry, raspberry and plum, along with hints of blueberry, cedar, vanilla and clove. Underscored by polished tannins, the juiciness of the entry evolves into a lush, silky texture that carries the flavors to a long, generous 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.	Enticing aromas of grapefruit, melon and lime leap from the glass, followed by tropical notes of lychee, pineapple and passionfruit. On the palate, this Sauvignon Blanc is juicy and bright, with silky layers of fruit balanced by lovely natural acidity and a vibrant streak of minerality.	Inviting aromas of pear, lemongrass, ripe peach, jasmine and graham cracker rise from the glass, revealing this wine's layered complexity. On the palate, a silky texture creates weight and volume, with elegant acidity framing the stone fruit and citrus flavors. The finish is long and fresh, with hints of lemon zest, vanilla and clove.	This wine displays captivating aromas of fresh cranberry, blueberry, fig, cedar and cocoa nibs. On the dense, mouth-filling palate, sophisticated notes of wet slate minerality add poise and definition to flavors of plum, molasses, cherry and crushed rose petals that lead to a beautiful finish.	This wine displays aromas of blackberry, boysenberry and raspberry, as well as hints of holiday baking spices and cocoa powder. Bold and full-bodied on the palate, with firm tannins, this impeccably structured wine offers lush, flowing flavors of black cherry and cassis that carry through to a long, jammy finish.	This inviting wine reveals aromas of cinnamon, nutmeg, caramel and cocoa powder with fresh boysenberry, currant and ripe red plum. The flavors are every bit as complex, with layers of blackberry, plum, licorice, vanilla and violet accentuated by elegant tannins and a plush, velvety texture, that leads to a long, satisfying finish.
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