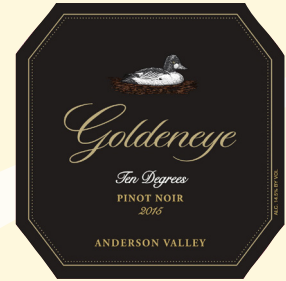
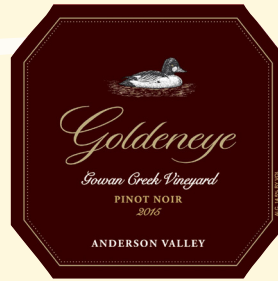
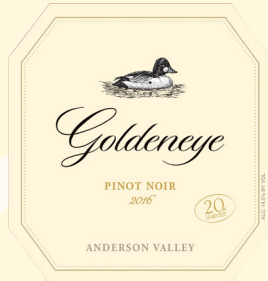


HISTORY	In 1990, after nearly 15 years of making world-class Bordeaux style wines, Dan and Margaret Duckhorn embraced their growing passion for Pinot Noir. Their vision for Goldeneye was to craft a distinctively California Pinot Noir of equal stature to their acclaimed Merlot. After a decade of research and experimentation, Goldeneye harvested its first grapes in 1997. Since then, the winery has grown to include three estate vineyards planted to 136 vine acres.		
WINEMAKER	Katey Larwood		
BRAND GOAL	Ensure that all highly curated restaurant or retail Pinot Noir selections feature Goldeneye Anderson Valley Pinot Noir		
BRAND OBJECTIVES	<ol style="list-style-type: none"> 1. Expand Anderson Valley Pinot Noir PODs by 20% in all markets 2. Ensure at least 50% of all Duckhorn Merlot accounts carry Goldeneye 3. Adhere to all suggested pricing guidelines & 100% National Account compliance 		
BRAND ESSENCE	Powerful, Sophisticated, Earthy		
DIFFERENTIATING PROPOSITION	For consumers looking for the pinnacle of Super-Luxury American Pinot Noir, Anderson Valley's Goldeneye crafts the ultimate expression of sophisticated yet powerful Pinot Noir of great depth, complexity and elegance, sourced from the Valley's most diverse and expansive estate Pinot Noir program.		
WINES & PRICING	Goldeneye Anderson Valley Pinot Noir - \$95-115 BTB, \$58 SRP Goldeneye Anderson Valley Pinot Noir <i>Gowan Creek Vineyard</i> - \$115-150 BTB, \$84 SRP Goldeneye Ten Degrees Anderson Valley Pinot Noir - \$160-200 BTB, \$125 SRP		
FOCUS VARIETAL	Pinot Noir		
ESTATE ACRES	136 acres dedicated to Goldeneye		
COMPETITIVE SET	Belle Glos, Sea Smoke, Merry Edwards, Copain, Etude, Williams Selyem		
CHANNEL STRATEGY	60% On-Premise, 40% Off-Premise		
KEY ACCOLADES	Goldeneye: 91 pts <i>Wine Enthusiast</i> v15 93 pts <i>Wine Enthusiast</i> v14 90 pts <i>Wine Enthusiast</i> v13	Gowan Creek Vineyard: 94 pts <i>Wine Enthusiast</i> v15 91 pts <i>Wine Enthusiast</i> v14 93 pts <i>Wine Enthusiast</i> v13	Ten Degrees: 92 pts <i>Wine Spectator</i> v15 94 pts <i>Wine Enthusiast</i> v14 94 pts <i>Wine Enthusiast</i> v13
RETAIL STANDARDS	Eye-level shelf placement in Pinot Noir section next to competitive set		
ON-PREMISE STANDARDS	Acceptable Examples: 2016 Goldeneye Anderson Valley Pinot Noir (<i>PREFERRED</i>) 2016 Goldeneye by Duckhorn Anderson Valley Pinot Noir Unacceptable Examples: 2016 Duckhorn Goldeneye Anderson Valley Pinot Noir		
MERCHANDISING TOOLS	Large format bottles, shelf talkers with key accolades, descriptors and food pairings, wait staff training cards		



WINE NAME		
Goldeneye Anderson Valley Pinot Noir	Goldeneye Anderson Valley Pinot Noir <i>Gowan Creek Vineyard</i>	Goldeneye Ten Degrees Anderson Valley Pinot Noir
VINTAGE		
2016	2015	2015
COMPOSITION		
100% Pinot Noir	100% Pinot Noir	100% Pinot Noir
APPELLATION		
Anderson Valley	Anderson Valley	Anderson Valley
COORPERAGE		
16 months French Oak 60% New, 40% Neutral	16 months French Oak 65% New, 35% Neutral	16 months French Oak 100% New
ALCOHOL		
14.5 %	14.5 %	14.5 %
WINE		
Blending grapes from four estate vineyards, we are dedicated to crafting wines of refinement and elegance from terroir-inspired fruit. To further enhance natural depth and complexity, only a small percentage of the finest fruit is selected for each vintage.	Located in the heart of the Anderson Valley, our <i>Gowan Creek Vineyard's</i> unique terroir brings together elements from the valley's warmer regions and its cooler, northern "deep end". The powerful wines display beautiful inky depth and robust, untamed fruit flavors.	The name Ten Degrees pays homage to the unique, cool climate of the Anderson Valley and the fact that even though our four estate vineyards span a modest eight miles, they often display a temperature variance of as much as 10 degrees.
TASTING NOTE		
Combining the lush fruit of our warmer estate vineyards with the rustic elegance of grapes from the cooler "deep end" of the valley, this wine offers a beautifully complete expression of Anderson Valley Pinot Noir. On the palate, lively flavors of wild strawberry and cherry are in perfect harmony, with terroir-driven hints of saddle leather, anise, pennyroyal and wild mushrooms, as well as notes of confectionary spices and vanilla from aging in the finest French oak.	Once again, Gowan Creek yielded a phenomenally rich and voluptuous wine with flowing layers of blueberry and homemade plum pie. On the palate, good acidity and firm tannins add grip and structure to the abundant fruit, with notes of lavender and vanilla spice contributing nuance and complexity to the finish.	As the pinnacle of our portfolio, Ten Degrees embodies the depth and diversity of our Anderson Valley Estate vineyards. On the entry, it showcases notes of ripe red berries and strawberry preserves that are signatures of our Confluence Vineyard. As the wine evolves, it gains richness and drama, with a bold structural underpinning from our Split Rail Vineyard, and voluptuous layers of blueberry pie from Gowan Creek. Throughout, our Narrows Vineyard in the cold, northern end of the valley provides a rustic elegance, with accompanying hints of pomegranate, truffles and forest floor that carry through to a long, multifaceted finish.