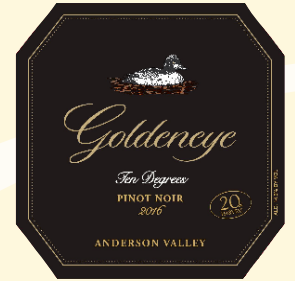
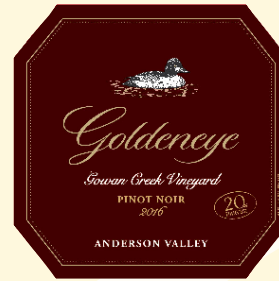
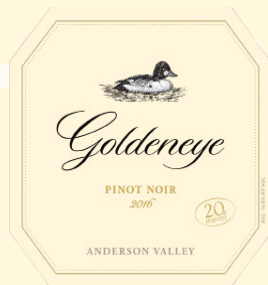
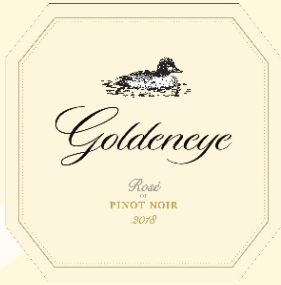


HISTORY	In 1990, after nearly 15 years of making world-class Bordeaux style wines, Dan and Margaret Duckhorn embraced their growing passion for Pinot Noir. Their vision for Goldeneye was to craft a distinctively California Pinot Noir of equal stature to their acclaimed Merlot. After a decade of research 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, \$86 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			
Rosé of Pinot Noir	Anderson Valley Pinot Noir	Anderson Valley Pinot Noir <i>Gowan Creek Vineyard</i>	Ten Degrees Anderson Valley Pinot Noir
VINTAGE			
2018	2016	2016	2016
COMPOSITION			
100% Pinot Noir	100% Pinot Noir	100% Pinot Noir	100% Pinot Noir
APPELLATION			
California	Anderson Valley	Anderson Valley	Anderson Valley
COORPERAGE			
100% stainless steel	16 months French oak 60% new, 40% neutral	16 months French oak 60% new, 20% neutral, 20% second vintage	16 months French oak 100% new
ALCOHOL			
13.0%	14.5 %	14.5 %	14.5 %
WINE			
Crafted to appeal to those who love a great Provencal-style Rosé, but with a Goldeneye twist, this Pinot Noir-based Rosé is vibrant and versatile. While this wine is beautiful in its youth, like the finest Rosés, it also possesses the complexity and structure to reward cellaring.	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 the Anderson Valley. 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 pinnacle of our portfolio, Ten Degrees showcases the depth and diversity of our Anderson Valley estate vineyards. 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			
This lush and alluring Rosé displays tantalizing stone fruit aromas of warm peach and Asian pear, along with layers of strawberry compote and honeysuckle. Though silky and mouthcoating on the palate, a streak of lingering acidity adds poise and freshness, while carrying the wine to a juicy ripe peach and red berry finish.	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.	Deep and expressive, this beautifully structured Pinot Noir displays luxurious aromas of brambly blackberry and blueberry pie, along with hints of anise and pennyroyal. On the palate, robust, mouthcoating tannins add presence and volume to the dark berry fruit flavors, with lovely underlying acidity drawing the wine to a vibrant finish.	Both opulent and impeccably balanced, it combines the age-worthy structure and lush blueberry and blackberry flavors of Gowan Creek Vineyard with the vibrant strawberry and black cherry elements of Confluence Vineyard. Throughout it all, notes of truffles and earthy minerality from The Narrows Vineyard add depth and complexity, while carrying the wine to a long, sophisticated finish.