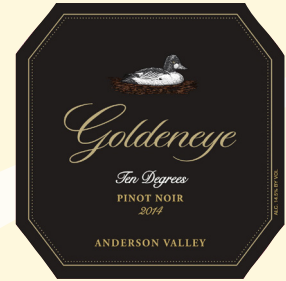
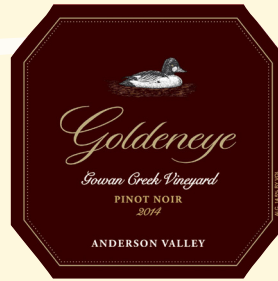
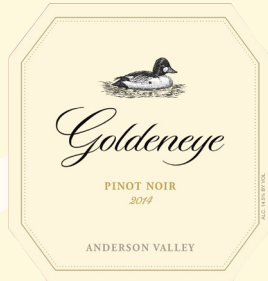


HISTORY	In 1990, after nearly 15 years of making world-class Bordeaux style wines, Dan and Margaret Duckhorn embraced their growing passion for Pinot Noir. Their vision for Goldeneye was to craft a distinctively California Pinot Noir of equal stature to their acclaimed Merlot. After a decade of research 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	Michael Accurso		
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 - \$85-110 BTB, \$56 SRP Goldeneye Anderson Valley Pinot Noir <i>Gowan Creek Vineyard</i> - \$120-150 BTB, \$84 SRP Goldeneye Ten Degrees Anderson Valley Pinot Noir - \$145-185 BTB, \$120 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: 90 pts <i>Wine Enthusiast</i> v13 92 pts <i>Wine Spectator</i> v12 91 pts <i>Wine Spectator</i> v11	Gowan Creek Vineyard: 93 pts <i>Wine Enthusiast</i> v13 92 pts <i>Wine Spectator</i> v12 92 pts <i>Wine Spectator</i> v11	Ten Degrees: 94 pts <i>Wine Enthusiast</i> v13 93 pts <i>Wine Enthusiast</i> v12 93 pts <i>Wine Review Online</i> v11
RETAIL STANDARDS	Eye-level shelf placement in Pinot Noir section next to competitive set		
ON-PREMISE STANDARDS	Acceptable Examples: 2014 Goldeneye Anderson Valley Pinot Noir (<i>PREFERRED</i>) 2014 Goldeneye by Duckhorn Anderson Valley Pinot Noir Unacceptable Examples: 2014 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		
2014	2014	2014
COMPOSITION		
100% Pinot Noir	100% Pinot Noir	100% Pinot Noir
APPELLATION		
Anderson Valley	Anderson Valley	Anderson Valley
COORPERAGE		
16 months French Oak 53% New, 47% 2nd Vintage	16 months French Oak 60% New, 40% 2nd Vintage	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		
Nestled amongst the coastal redwoods of the majestic Anderson Valley, Goldeneye's estate vineyards yield wines that exude the characteristics of their surroundings. Charming, but with a hint of wildness, plush yet rustic, this captivating Pinot Noir effortlessly balances layers of cherry, ripe cranberry and wild blackberry with notes of leather, earth and spice. Touched with a kiss of the finest French oak, it carries through to a velvety finish that is both long and lush.	Made in the style preferred by our founder, Dan Duckhorn, this wine exudes richness, depth, dark fruit and structure. On the palate, it is deep and lush, with layers of wild blackberry and plum pie supported by a streak of acidity that adds definition to the flavors, while drawing the wine to a lingering finish with hints of lavender, pennyroyal and Asian spices.	Ten Degrees showcases our estate vineyards to express the beauty and elegance of Anderson Valley Pinot Noir. Highlighting the lush texture of our Confluence Vineyard, the richness and opulent dark fruit of Gowan Creek, the structure and intensity of Split Rail, and the wild, rustic character of The Narrows, Ten Degrees is an impeccably balanced and age-worthy wine that reveals itself in complex layers. Notes of leather, spice, currant and blueberry glide across the silky palate, finishing with a hint of pennyroyal and a kiss of toasty oak.