

Brand Snapshot

History	The story of Kosta Browne echoes the iconic American dream—an evolution from a “tip-envelope” project to the production behind some of the industry’s most coveted Pinot Noir and Chardonnay wines. Kosta Browne was started by Dan Kosta and Michael Browne, two friends working at a local Santa Rosa restaurant who saved enough tip money to make their first barrel of Pinot Noir in 1997. Full of passion but short on capital, Michael developed relationships with key growers in Northern California, while Dan, along with the help of a third partner, Chris Costello, worked to market and sell the wines. The quality and popularity of Kosta Browne Pinot Noir increased rapidly, and in 2011, our 2009 Sonoma Coast Pinot Noir was named Wine of the Year by Wine Spectator. Today, the unparalleled success of Kosta Browne is a testament to our commitment to expressing California’s greatest Pinot Noir and Chardonnay regions.																																																					
Winemaker	Nico Cueva																																																					
Brand Vision	The vision of Kosta Browne is to become the global benchmark for California Pinot Noir and Chardonnay.																																																					
Brand Objectives	<ol style="list-style-type: none"> 1. Bolster in-market relationships to drive member sign-ups 2. Create brand advocates within strategic accounts 3. Ensure appropriate placements and brand representation 																																																					
Brand Essence	Elegant intensity																																																					
Differentiation Position	Proud steward of the California Coast, Kosta Browne focuses on identifying the region’s finest Pinot Noir and Chardonnay growing sites.																																																					
Wines & Pricing	<table border="1"> <thead> <tr> <th>SERIES</th> <th>WINE</th> <th>SIZE</th> <th>DTC</th> <th>SRP</th> <th>WINE LIST</th> </tr> </thead> <tbody> <tr> <td>Appellation</td> <td>One Sixteen Russian River Valley, Chardonnay</td> <td>750 ML</td> <td>\$65</td> <td>\$95</td> <td>\$140</td> </tr> <tr> <td>Appellation</td> <td>Russian River Valley, Pinot Noir</td> <td>750 ML</td> <td>\$72</td> <td>\$120</td> <td>\$190</td> </tr> <tr> <td>Appellation</td> <td>Sonoma Coast, Pinot Noir</td> <td>750 ML</td> <td>\$72</td> <td>\$120</td> <td>\$190</td> </tr> <tr> <td>Appellation</td> <td>Sta. Rita Hills, Pinot Noir</td> <td>750 ML</td> <td>\$72</td> <td>\$120</td> <td>\$190</td> </tr> <tr> <td>SV–Grower</td> <td>Keefer Ranch, Russian River Valley, Pinot Noir</td> <td>750 ML</td> <td>\$95</td> <td>\$160</td> <td>\$275</td> </tr> <tr> <td>SV–Grower</td> <td>Gap’s Crown Vineyard, Sonoma Coast, Pinot Noir</td> <td>750 ML</td> <td>\$95</td> <td>\$160</td> <td>\$275</td> </tr> <tr> <td>SV–Estate</td> <td>Cerise Vineyard, Anderson Valley, Pinot Noir</td> <td>750 ML</td> <td>\$110</td> <td>\$225</td> <td>\$360</td> </tr> </tbody> </table>						SERIES	WINE	SIZE	DTC	SRP	WINE LIST	Appellation	One Sixteen Russian River Valley , Chardonnay	750 ML	\$65	\$95	\$140	Appellation	Russian River Valley , Pinot Noir	750 ML	\$72	\$120	\$190	Appellation	Sonoma Coast , Pinot Noir	750 ML	\$72	\$120	\$190	Appellation	Sta. Rita Hills , Pinot Noir	750 ML	\$72	\$120	\$190	SV–Grower	Keefer Ranch , Russian River Valley, Pinot Noir	750 ML	\$95	\$160	\$275	SV–Grower	Gap’s Crown Vineyard , Sonoma Coast, Pinot Noir	750 ML	\$95	\$160	\$275	SV–Estate	Cerise Vineyard , Anderson Valley, Pinot Noir	750 ML	\$110	\$225	\$360
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Focus Varietals	Pinot Noir & Chardonnay																																																					
Estate Acres	170 acres																																																					
Channel Strategy	90% On-Premise, 10% Off-Premise																																																					
On-Premise Standards	2017 Kosta Browne Sonoma Coast Pinot Noir																																																					