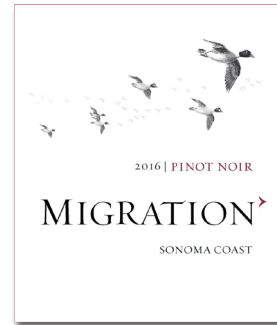
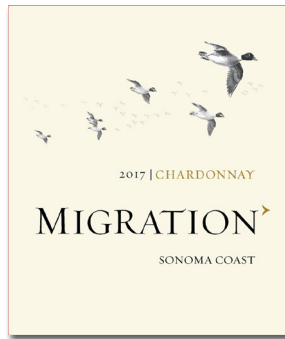


<i>history</i>	Started in 2001, Migration's exploration began in the Anderson Valley after eight vintages of rigorous experimentation to determine optimal Pinot Noir clones, terroir, and winemaking style. The result was the ultimate small-lot cool-climate Pinot Noir boasting balanced flavors, acid, oak and tannins. This refined style lends itself to Pinot Noir and Chardonnay from other renowned cool-climate appellations that highlight lush fruit, bright acidity and balanced oak influence. Migration produced its first Chardonnay in 2008, using fruit from elite vineyard sources in the Russian River Valley. In 2016, Migration transitioned its Pinot Noir and Chardonnay to the Sonoma Coast AVA.
<i>winemaker</i>	Dana Epperson
<i>brand goal</i>	To be on every wine list featuring small-lot, Burgundian Californian fine wines
<i>brand objectives</i>	<ol style="list-style-type: none"> <li>1. Expand Chardonnay PODs by 20% in all markets</li> <li>2. Adhere to all suggested pricing guidelines</li> <li>3. Achieve 100% National Account compliance</li> </ol>
<i>brand essence</i>	Balance, Refinement, Innate Purity
<i>differentiating proposition</i>	For consumers looking for the ultimate in refined, artisanal, cool-climate Burgundian varietals, Migration wines are sourced from renowned vineyards in the Sonoma Coast appellation, harvested by hand and barrel fermented in French oak from eight different cooperages.
<i>wines &amp; pricing</i>	<p>Sonoma Coast Chardonnay \$65-80 BTB, \$40 SRP</p> <p>Sonoma Coast Pinot Noir \$65-80 BTB, \$42 SRP</p>
<i>focus varietals</i>	Pinot Noir, Chardonnay
<i>competitive set</i>	<p>Pinot Noir: Flowers, Patz &amp; Hall, En Route, Merry Edwards, Siduri</p> <p>Chardonnay: Flowers, Patz &amp; Hall, DuMol, Ramey, Rochioli</p>
<i>estate acres</i>	90 acres dedicated to Migration
<i>key accolades</i>	<p>Sonoma Coast Chardonnay: 90 pts <i>Wine Spectator</i> v16</p> <p>Sonoma Coast Pinot Noir: 94 pts <i>James Suckling</i> v16</p>
<i>channel strategy</i>	60% On-Premise, 40% Off-Premise
<i>retail merchandising standards</i>	<p>Eye level shelf placement in varietal section next to competitive set</p> <p>In cold box next to competitive set</p>
<i>on-premise merchandising standards</i>	<p><i>Acceptable Example:</i></p> <p>2015 Migration Sonoma Coast Pinot Noir (<i>PREFERRED</i>)</p> <p>2015 Migration by Duckhorn Sonoma Coast Pinot Noir</p> <p><i>Unacceptable Example:</i></p> <p>2015 Migration Goldeneye Sonoma Coast Pinot Noir</p>
<i>merchandising tools</i>	Large format bottles, shelf talkers with key accolades, descriptors and food pairings, waitstaff training cards



<i>vintage</i>	
2017	2016
<i>composition</i>	
<b>100% Chardonnay</b>	<b>100% Pinot Noir</b>
<i>appellation</i>	
Sonoma Coast	Sonoma Coast
<i>cooperage</i>	
10 months in 100% French oak - 35% New, 65% Neutral 75% Malolactic Fermentation	10 months 100% French - 40% New, 60% Neutral
<i>alcohol</i>	
14.1 %	14.1 %
<i>wine</i>	
Migration is dedicated to exploring Chardonnay from the finest cool-climate winegrowing regions. To craft our flagship chardonnay, this exploration took us to California's Coast, where layers of ocean fog cool the vines that grow in the region's famous Goldridge sandy loam soils.	Migration is dedicated to going beyond our Anderson Valley origins and exploring Pinot Noir from the finest cool-climate winegrowing regions. This exploration has taken us to the storied vineyards of California's Sonoma Coast, where clockwork fog and Goldridge sandy loam soils contribute to a beautifully balanced Pinot Noir.
<i>tasting note</i>	
Both luscious and graceful, this wine reveals enticing aromas of honey, apple and pear. The orchard fruit is echoed on the palate, where it mingles with seamlessly integrated French oak that adds hints of vanilla and baking spice to a bright, lingering finish.	This complex cool-climate Pinot Noir displays lovely texture and tension. On the nose, layers of blackberry, raspberry, moist earth and fresh-cut grass evolve and expand over time. The robust dark berry flavors continue on the palate, where they are underscored by a firm, sophisticated structure that adds nuance and grip.