

# MIGRATION®

## What Migration Wines Can Do for You

- **Top Selling Pinot Noir.** Migration Pinot Noir is a top 5 best-selling Pinot Noir \$25+ SRP.
- **A Sommelier Favorite.** Migration wines are loved by critics and sommeliers, providing tremendous pedigree without the price.
- **Estate Vineyard Sourcing.** 90+ estate acres in the Sonoma Coast AVA form the foundation for Migration wines.

## Winemaker:

Dana Epperson



## Brand Standards

2016 Migration Sonoma Coast Pinot Noir

## Wines Available

- Sonoma Coast Chardonnay
- Sonoma Coast Pinot Noir

## Pricing Guidelines

- Sonoma Coast Chardonnay - \$65-80 BTB, \$40 SRP/\$34.99 Feature
- Sonoma Coast Pinot Noir - \$15-20 BTG, \$65-80 BTB, \$42 SRP/\$34.99 Feature

## Channel Mix

60% On-Premise / 40% Off-Premise

