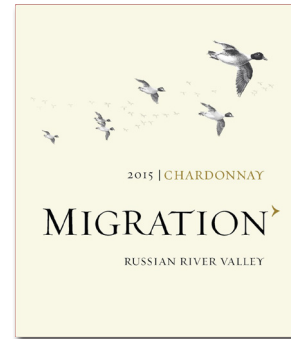
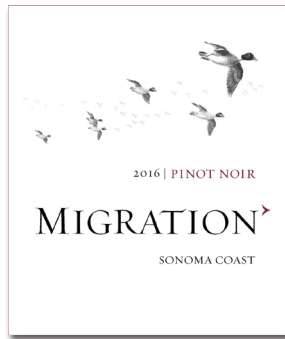


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|---|--|
| <i>history</i> | Started in 2001, Migration's exploration began in the Anderson Valley after eight vintages of rigorous experimentation to determine optimal Pinot Noir clones, terroir, and winemaking style. The result was the ultimate small-lot 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. In 2008, Migration produced its first Chardonnay using fruit from elite vineyard sources in the Russian River Valley. |
| <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"> 1. Expand Chardonnay PODs by 20% in all markets 2. Adhere to all suggested pricing guidelines 3. Achieve 100% National Account compliance |
| <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 & pricing</i> | Sonoma Coast Pinot Noir \$65-80 BTB, \$40 SRP Russian River Valley Chardonnay \$50-60 BTB, \$32 SRP |
| <i>focus varietals</i> | Pinot Noir, Chardonnay |
| <i>competitive set</i> | Pinot Noir: Patz & Hall, Gary Farrell, Acacia, Saintsbury Chardonnay: Chalk Hill, Flowers, Sonoma Cutrer |
| <i>estate acres</i> | 90 acres dedicated to Migration |
| <i>key accolades</i> | Russian River Chardonnay: 90 pts <i>Wine Enthusiast</i> v15 Russian River Pinot Noir: 91 pts <i>Wine Enthusiast</i> v14 |
| <i>channel strategy</i> | 60% On-Premise, 40% Off-Premise |
| <i>retail merchandising standards</i> | Eye level shelf placement in varietal section next to competitive set In cold box next to competitive set |
| <i>on-premise merchandising standards</i> | <p><i>Acceptable Example:</i> 2015 Migration Sonoma Coast Pinot Noir (<i>PREFERRED</i>) 2015 Migration by Duckhorn Sonoma Coast Pinot Noir</p> <p><i>Unacceptable Example:</i> 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> | |
|--|---|
| 2016 | 2015 |
| <i>composition</i> | |
| 100% Pinot Noir | 100% Chardonnay |
| <i>appellation</i> | |
| Sonoma Coast | Russian River Valley |
| <i>cooperage</i> | |
| 10 months 100% French - 40% New, 60% Neutral | 10 months in 90% French oak - 30% New, 60% Neutral & 10% Stainless Steel 75% Malolactic Fermentation |
| <i>alcohol</i> | |
| 14.1 % | 14.1 % |
| <i>wine</i> | |
| 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. | 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 Russian River Valley, where layers of ocean fog cool the vines that grow in the region's famous Goldridge sandy loam soils. |
| <i>tasting note</i> | |
| 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. | Lush and expressive, this wine begins with alluring aromas of lemon custard and white flowers, with underlying hints of tangerine, toasted marshmallow, vanilla and fresh pie crust. On the palate, lovely stone fruit flavors of peach and nectarine are supported by a beam of enlivening acidity that gives the wine poise and length, carrying it to a long focused finish. |