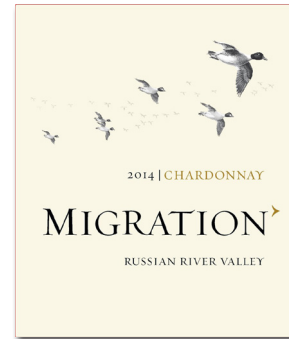
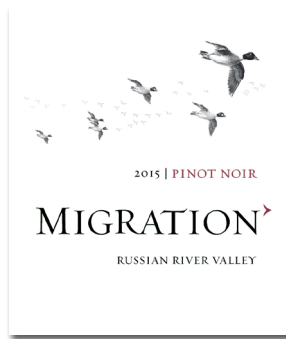


<i>history</i>	Started in 2001, Migration's exploration began in the Anderson Valley after eight vintages of rigorous experimentation to determine optimal Pinot Noir clones, terroir, and winemaking style. The result was the ultimate small-lot cool-climate Pinot Noir boasting balanced flavors, acid, oak 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 Russian River Valley, harvested by hand and barrel fermented in French oak from eight different cooperages.
<i>wines & pricing</i>	<p>Russian River Valley Pinot Noir \$65-80 BTB, \$40 SRP</p> <p>Russian River Valley Chardonnay \$50-60 BTB, \$32 SRP</p>
<i>focus varietals</i>	Pinot Noir, Chardonnay
<i>competitive set</i>	<p>Pinot Noir: Patz & Hall, Gary Farrell, Acacia, Saintsbury</p> <p>Chardonnay: Chalk Hill, Flowers, Sonoma Cutrer</p>
<i>estate acres</i>	90 acres dedicated to Migration
<i>key accolades</i>	<p>Russian River Chardonnay: 91 pts <i>Wine Review Online</i> v14</p> <p>Russian River Pinot Noir: 91 pts <i>Wine Enthusiast</i> v14</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 Russian River Valley Pinot Noir (<i>PREFERRED</i>)</p> <p>2015 Migration by Duckhorn Russian River Valley Pinot Noir</p> <p><i>Unacceptable Example:</i></p> <p>2015 Migration Goldeneye Russian River Valley 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>	
2015	2014
<i>composition</i>	
100% Pinot Noir	100% Chardonnay
<i>appellation</i>	
Russian River Valley	Russian River Valley
<i>cooperage</i>	
10 months 100% French - 40% New, 60% Neutral	10 months, 100% French - 35% New, 55% 2nd Vintage & 10% Stainless Steel 90% Barrel 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 Russian River Valley, 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>	
Classic Russian River Valley aromas of ripe red raspberry, Bing cherry and pomegranate explode from the glass. These vibrant red berry flavors are echoed on the lush, silky palate, where they mingle with notes of blackberry and hints of French oak-inspired spice.	Complex and intense, this alluring wine offers aromas of ripe freestone peach and Meyer lemon custard, with notes of sweet vanilla and citrus blossom. On the palate, the fruitful flavors echo the nose with layers of lemon cream and nectarine, as well as a touch of toasty oak and an underlying acidity that draws the wine to a clean, crisp finish.