

# MIGRATION<sup>®</sup>

## 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 of Russian River Valley vineyards form the foundation for Migration wines.

## Winemaker:

Dana Epperson



## Brand Standards

2014 Migration Russian River Valley Pinot Noir

## Wines Available

- Russian River Valley Chardonnay
- Russian River Valley Pinot Noir

## Pricing Guidelines

- RRV Chardonnay - \$15-18 BTG, \$50-60 BTB, \$32 SRP/\$29.99 Feature
- RRV Pinot Noir - \$15-20 BTG, \$65-80 BTB, \$38 SRP/\$34.99 Feature

## Channel Mix

60% On-Premise/40% Off-Premise

