

PARADUXX

NAPA VALLEY

BRAND SUMMARY

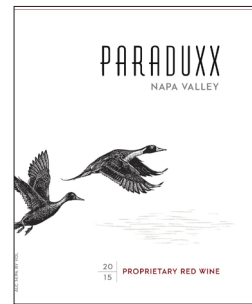
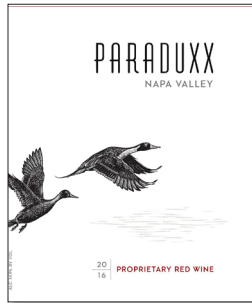
7257 Silverado Trail, Napa, California 94558

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orders: (800) 354-8885

Paraduxx.com

HISTORY	<p>Pronunciation [pair-uh-duks]. Every great tradition begins as an innovation. Since being founded in 1994, Paraduxx has earned acclaim as the only winery solely devoted to contemporary Napa Valley blends. Stylistically, winemaker Don LaBorde strives to create visionary blends that capture the essence of their Napa Valley terroir—wines that are inherently ripe and compelling, but that are also impeccably balanced. To achieve this goal, Paraduxx combines consummate Napa viticulture with a vibrant approach to winemaking. The wines in the Paraduxx portfolio are made in a state-of-the art winery that was unveiled in 2005, and the luxuriously appointed Paraduxx Vineyard House welcomes guests daily for an array of intimate sit-down tasting experiences.</p>
WINEMAKER	Don LaBorde
BRAND GOAL	To be the #1 modern, super-luxury Napa Valley proprietary red blend
BRAND OBJECTIVES	<ol style="list-style-type: none">1. Expand PODs by 20% in all markets2. Ensure that Paraduxx is in Cabernet Sauvignon sets in all restaurant and retailer accounts3. Adhere to all suggested pricing guidelines & 100% National Account compliance
BRAND ESSENCE	Expressive, Bold, Style
DIFFERENTIATING PROPOSITION	For consumers looking for one of the few wineries solely devoted to the ultimate, stylish Napa luxury blends, Paraduxx winery offers bold and expressive wines to satisfy the modern palate.
WINES & PRICING	Proprietary Napa Valley Red Wine - \$50.00 front/\$42.99 feature, \$80-\$98 BTB
FOCUS VARIETALS	Cabernet Sauvignon, Zinfandel, Merlot
ESTATE ACRES	240 Napa Valley vine acres
COMPETITIVE SET	Isocles (Justin), Tapestry (BV), Napanook (Dominus), Trilogy (Flora Springs), The Investor Red (Stag's Leap Winery)
CHANNEL STRATEGY	50% on-premise, 50% off-premise
KEY ACCOLADES	<p>91 pts - <i>James Suckling</i> v15 93 pts - <i>James Suckling</i> v14 91 pts - <i>Wine Review Online</i> v13</p>
RETAIL STANDARDS	Eye-level shelf placement in Cabernet or Cabernet Blends section. Shelf tags: 2013 Paraduxx Proprietary Napa Valley Red Wine
ON-PREMISE STANDARDS	<p>Uniquely Californian, Paraduxx is a wine that doesn't always fit into traditional categories. Please name Paraduxx as follows on wine lists:</p> <p><i>Acceptable Examples:</i> CABERNETS 2016 Paraduxx Proprietary Napa Valley Red Wine CABERNET BLENDS/PROPRIETARY BLENDS 2015 Paraduxx Proprietary Napa Valley Red Wine or 2016 Paraduxx by Duckhorn Proprietary Napa Valley Red Wine</p> <p><i>Unacceptable Example:</i> 2016 Duckhorn Paraduxx Napa Valley Proprietary Red Wine</p>
MERCHANDISING TOOLS	Large format bottles, shelf talkers with key accolades, descriptors and food pairings, waitstaff training cards



VINTAGE

2016

2015

COMPOSITION

54% Cabernet Sauvignon, 20% Zinfandel, 19% Petit Verdot,
7% Merlot

54% Cabernet Sauvignon, 19% Merlot, 16% Zinfandel,
11% Petit Verdot

APELLATION

Napa Valley

Napa Valley

ALCOHOL

14.9%

14.9%

COOPERAGE

Aged 18 months, 100% French oak
40% New, 60% Second Vintage

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40% New, 60% Second Vintage

WINE

Fusing the grandeur of Cabernet Sauvignon with the robust flavors of California's native Zinfandel this wine embraces the best of both varietals. This unique combination results in a wine with rich, full fruit flavors and soft, elegant tannins, making it a natural complement to a wide array of foods.

TASTING NOTES

- This wine begins with alluring aromas of black currant and blueberry, as well as a subtle underlying note of rich milk chocolate.
- On the palate, luxurious layers of berry jam, sandalwood and leather mingle with hints of toasted coconut, all supported by a silky texture that carries the wine to a long, supple finish.
- On the nose, this aromatic wine displays inviting layers of black raspberry and blackberry pie, along with notes of cinnamon stick, vanilla bean and a touch of brown sugar.
- The lush fruit character continues on the palate where rich currant and cherry flavors are supported by bright acidity and velvety tannins that draw the wine to a silky, berry and spice finish.