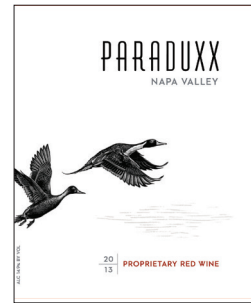
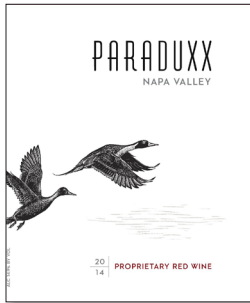


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|-----------------------------|---|
| HISTORY | <p>Pronunciation [pair-uh-duks]. Every great tradition begins as an innovation. Since being founded in 1994, Paraduxx has earned acclaim as the only winery solely devoted to contemporary Napa Valley blends. 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 markets 2. Ensure that Paraduxx is in Cabernet Sauvignon sets in all restaurant and retailer accounts 3. 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 - \$48.00 front/\$39.99 feature, \$75-\$95 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>93 pts - <i>James Suckling</i> v14 91 pts - <i>Wine Review Online</i> v13 90 pts - <i>Wine Enthusiast</i> v12</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 2014 Paraduxx Proprietary Napa Valley Red Wine CABERNET BLENDS/PROPRIETARY BLENDS 2014 Paraduxx Proprietary Napa Valley Red Wine or 2014 Paraduxx by Duckhorn Proprietary Napa Valley Red Wine</p> <p><i>Unacceptable Example:</i> 2014 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

2014

2013

COMPOSITION

65% Cabernet Sauvignon, 30% Zinfandel, 5% Merlot

73% Cabernet Sauvignon, 13% Merlot, 10% Zinfandel,
4% Petit Verdot

APPELLATION

Napa Valley

Napa Valley

ALCOHOL

14.9%

14.9%

COOPERAGE

Aged 18 months, 95% French oak, 5% American oak,
50% New, 50% Second Vintage

Aged 18 months, 95% French oak, 5% American oak,
50% New, 50% 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

- Rich and complex, this wine begins with inviting aromas of cherry and ripe wild strawberry, combined with hints of wood smoke and toasted marshmallow from barrel aging.
- On the palate, juicy layers of brambleberry, black cherry and nectarine are supported by firm, yet refined, tannins and impressive weight.
- Excellent structure from the Cabernet draws this wine to a full, rich finish.
- Blended around a core of 73% Cabernet Sauvignon, this is one of the most structured and age-worthy expressions of our Proprietary Red Wine that we have ever made
- The nose offers deep, concentrated aromas of blackberry cobbler and rich brambly fruit
- The palate is soft and rich, with balanced tannins framing lush layers of blueberry, blackberry and spice, all of which carry through to a long, supple finish