



# CALERA

**HISTORY** In 1975, Josh Jensen founded Calera in the Gavilan Mountains of California's Central Coast. Inspired by his mentors in Burgundy, who have grown Pinot Noir in lime-rich soils for centuries; Jensen's goal was to unearth limestone-rich soils in California to create unique and stylish terroir-driven Pinot Noirs. 40 years later, Calera wines are revered globally for their elegance, complexity and stylish expression of the Central Coast terroir.

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**WINEMAKER** Mike Waller

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**GOAL** To be the #1 supplier of luxury Pinot Noir and Chardonnay representing the unique characteristics of the Central Coast AVA

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**OBJECTIVES**

1. Introduce the Central Coast AVA and pioneering the Josh Jensen story to wine trade outside of the Central Coast
2. Double PODs in established markets with a 50% on-premise channel mix
3. Secure on-premise placements in the top 10 accounts in each major market

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**ESSENCE** Pioneer, Revered, Finesse

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**DIFFERENTIATING PROPOSITION** Calera played a pivotal role in establishing Pinot Noir as one of North America's great varietal wines, and helped to establish the Central Coast as one of the New World's most exciting wine regions.

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**WINES & PRICING**

Calera Central Coast Chardonnay \$28 SRP, \$24.99 Feature, \$50-55 BTB, \$14-18 BTG  
Calera Central Coast Pinot Noir \$32 SRP, \$24.99 Feature, \$60-70 BTB, \$14-20 BTG  
See your sales representative for detailed pricing and availability of our Mt. Harlan Estate Wines

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**FOCUS VARIETALS** Pinot Noir, Chardonnay

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**ESTATE ACRES** 85 Mt. Harlan vine acres

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**COMPETITIVE SET** Talbott, Talley, Siduri, Landmark Vineyards, Mer Soleil Silver

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**RETAIL STANDARDS** Eye level shelf placement in varietal section next to competitive set or higher-priced wines. In cold box next to competitive set or higher-priced wines.

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**ON-PREMISE STANDARDS**

Acceptable Example:  
2019 Calera Central Coast Pinot Noir

Unacceptable Example:  
2019 Duckhorn Calera Central Coast Pinot Noir

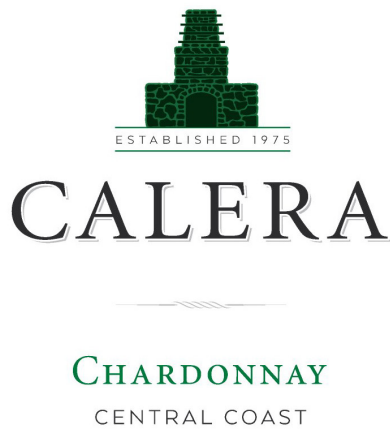
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**MERCHANDISING TOOLS** Trade assets, including tech sheets, label images and up to date accolades are available at [DuckhornPortfolio.com](http://DuckhornPortfolio.com) or contact your Duckhorn Portfolio Sales Manager for point-of-sale materials.

THE DUCKHORN PORTFOLIO

    [CaleraWine.com](http://CaleraWine.com) | (800) 354-8885

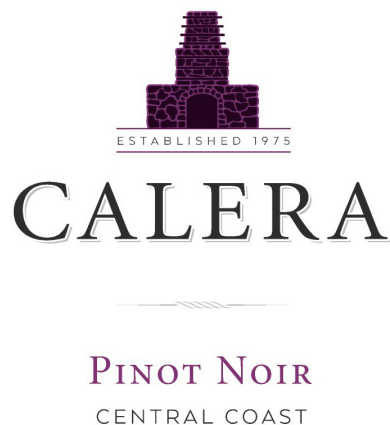
## CALERA CENTRAL COAST WINES



### CALERA CENTRAL COAST CHARDONNAY

Calera has helped establish the Central Coast as one of the New World's most exciting wine regions, while earning acclaim as one of California's iconic wineries. Sourced from some of the appellation's finest vineyards, the Calera Central Coast Chardonnay has become a benchmark for the region, balancing lush richness with beautiful minerality and bright citrus flavors.

91 POINTS  
*Wine Enthusiast*, v20



### CALERA CENTRAL COAST PINOT NOIR

Crafted using grapes from a handful of the finest vineyards on the Central Coast, this alluring wine offers enticing aromatics, soft, velvety tannins and vibrant fruit and spice. This Pinot Noir is nuanced and complex with a long, lush finish, making it a benchmark for the region.

91 POINTS  
*Wine & Spirits*, v21

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