



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.

WINEMAKER Mike Waller

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

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

ESSENCE Pioneer, Revered, Finesse

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.

WINES & PRICING

Calera Central Coast Chardonnay \$25 SRP, \$19.99 Feature, \$50-55BTB, \$14-18 BTG
Calera Central Coast Pinot Noir \$30 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

FOCUS VARIETALS Pinot Noir, Chardonnay

ESTATE ACRES 85 Mt. Harlan vine acres

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

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.

ON-PREMISE STANDARDS

Acceptable Example:
2017 Calera Central Coast Pinot Noir

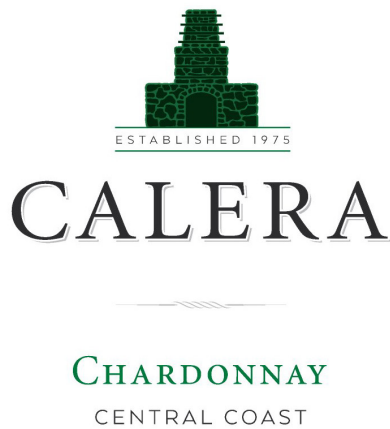
Unacceptable Example:
2017 Duckhorn Calera Central Coast Pinot Noir

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

THE DUCKHORN PORTFOLIO

    CaleraWine.com | (800) 354-8885

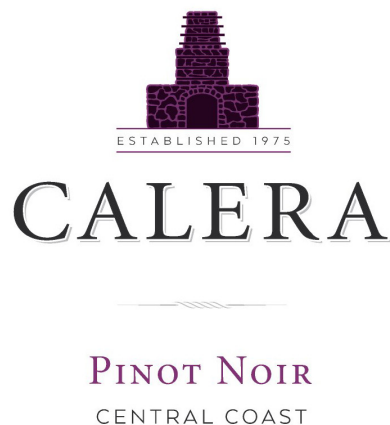
CALERA CENTRAL COAST WINES



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.

92 POINTS
Wine Enthusiast, v18



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.

92 POINTS
Wine Enthusiast, v18

THE DUCKHORN PORTFOLIO

    CaleraWine.com | (800) 354-8885