

# CANVASBACK®

WASHINGTON STATE

**HISTORY** In 2012, Duckhorn Portfolio made its inaugural vintage of Canvasback Red Mountain Cabernet Sauvignon. Home to some of Washington State's most celebrated vineyards, Red Mountain is renowned for Cabernet. With ideal southwest-facing slopes and significant day and nighttime temperature swings, this small but highly prized area in Eastern Washington produces exceptional wines. Named for the Canvasback duck, native to the Pacific Flyway, Canvasback is crafted from grapes cultivated by some of Red Mountain's finest growers.

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**WINEMAKER** Brian Rudin

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**GOAL** To be the #1 internationally distributed Washington State luxury Cabernet Sauvignon

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**OBJECTIVES**

1. Introduce the renowned Red Mountain Cabernet Sauvignon terroir to wine trade outside of the Pacific Northwest
2. Double PODs in all markets with a 50% on-premise channel mix
3. Adhere to all suggested pricing guidelines and achieve 100% National Account compliance

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**ESSENCE** Heritage, Daring, Rugged, Masculine, Uncommon

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**DIFFERENTIATING PROPOSITION** Backed by the pedigree & winemaking expertise of Duckhorn, Canvasback produces luxury Cabernet on par with the renowned Cabernets of Red Mountain.

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**WINES & PRICING** Canvasback Red Mountain Washington State Cabernet Sauvignon  
\$44 SRP, \$39.99 Feature, \$65-80 BTB, \$18-20 BTG

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**FOCUS VARIETAL** Cabernet Sauvignon

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**ESTATE ACRES** 18 acres dedicated to Canvasback

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**COMPETITIVE SET** Jordan, Stag's Leap Winery, Stags' Leap Wine Cellars

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**RETAIL STANDARDS** Eye-level shelf placement in luxury Cabernet Sauvignon section next to competitive set.

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**ON-PREMISE STANDARDS** Acceptable Examples:  
2018 Canvasback Red Mountain Washington State Cabernet Sauvignon  
2018 Canvasback by Duckhorn Red Mountain Washington State Cabernet Sauvignon\*  
\*(If no other Duckhorn Vineyards red wines on list)

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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.

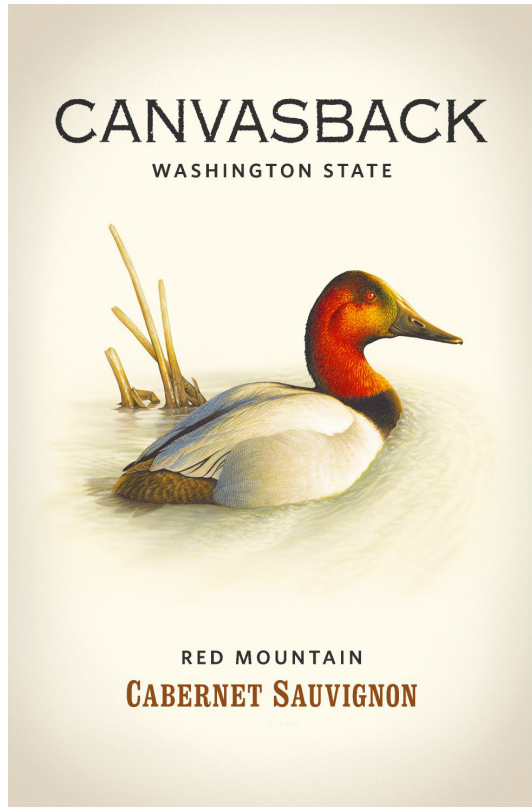
THE DUCKHORN PORTFOLIO



CanvasbackWine.com | (800) 354-8885

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## CANVASBACK RED MOUNTAIN WASHINGTON STATE CABERNET SAUVIGNON

The grapes for our Cabernet Sauvignon come from some of Red Mountain's most acclaimed vineyards, including our own Longwinds Estate Vineyard. In both the vineyard and winery, winemaker Brian Rudin embraces the challenge of making a richly compelling wine that shows the complexity and structure of great Red Mountain Cabernet Sauvignon. "Red Mountain is one of the best places on earth to grow Cabernet," says Brian. "The desert environment, with its long days, cold nights and mineral-rich soils produce epic Cabernet Sauvignons." Additionally, because Red Mountain receives only about 6 inches of rain a year, the viticulture can be finely tuned, contributing to the intense, uncommon character of the wines.

### 94 POINTS

*James Suckling, v20*

THE DUCKHORN PORTFOLIO



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