

CANVASBACK®

WASHINGTON STATE

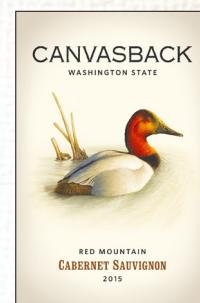
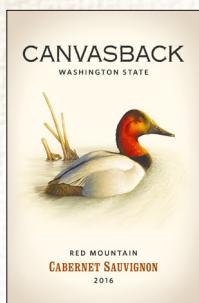
BRAND SUMMARY

main (707) 963-7108 | orders (800) 354-8885
CanvasbackWine.com

HISTORY	In 2012, Duckhorn Wine Company 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.
WINEMAKER	Brian Rudin
TAG LINE	Explore the new frontier for luxury Cabernet
BRAND GOAL	To be the #1 internationally distributed Washington State luxury Cabernet Sauvignon
BRAND OBJECTIVES	<ol style="list-style-type: none">1. Introduce the renowned Red Mountain Cabernet Sauvignon terroir to wine trade outside of the Pacific Northwest2. Double PODs in all markets with a 50% on-premise channel mix3. Adhere to all suggested pricing guidelines and achieve 100% National Account compliance
BRAND ESSENCE	Heritage, Daring, Rugged, Masculine, Uncommon
DIFFERENTIATING PROPOSITION	Backed by the pedigree & winemaking expertise of Duckhorn, Canvasback produces luxury Cabernet on par with the renowned Cabernets of Red Mountain.
WINES & PRICING	Canvasback Red Mountain Washington State Cabernet Sauvignon \$65-80 BTB, \$40 SRP
FOCUS VARIETAL	Cabernet Sauvignon
ESTATE ACRES	18 acres dedicated to Canvasback
COMPETITIVE SET	Jordan, Hall, Stag's Leap Winery, Stags' Leap Wine Cellars
KEY ACCOLADES	91 pts - <i>Jeb Dunnuck v16</i> , 93 pts - <i>Wine & Spirits v15</i> , 92 pts - <i>Wine Enthusiast v14</i>
SOURCING	We source our fruit from some of the preeminent vineyards around the small but highly acclaimed Red Mountain AVA, including Shaw, Quintessence, Hedges' Bel'Villa and Joley, Klipsun, Obelisco, Kiona and our 18-acre Longwinds estate vineyard.
CHANNEL STRATEGY	50% On-Premise, 50% Off-Premise
RETAIL STANDARDS	Eye-level shelf placement in luxury Cabernet Sauvignon section next to competitive set
ON-PREMISE MERCHANDISING STANDARDS	<i>Acceptable Examples:</i> 2016 Canvasback Red Mountain Washington State Cabernet Sauvignon 2016 Canvasback by Duckhorn Red Mountain Washington State Cabernet Sauvignon* <i>*(If no other Duckhorn Vineyards red wines on list)</i>
MERCHANDISING TOOLS	Large format bottles, shelf talkers with key accolades, descriptors and food pairings, waitstaff training cards

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VINTAGE

2016

2015

COMPOSITION

88% Cabernet Sauvignon, 8% Merlot, 2% Petit Verdot,
2% Cabernet Franc

81% Cabernet Sauvignon, 11% Merlot, 3% Petit Verdot,
3% Malbec, 2% Cabernet Franc

APPELLATION

Red Mountain, Washington State

Red Mountain, Washington State

ALCOHOL

14.5%

14.5%

COOPERAGE

Aged 20 months, 97% French oak, 3% American oak,
41% new, 27% second vintage, 32% neutral

Aged 20 months, 98% French oak, 2% American oak,
42% new, 22% second vintage, 36% neutral

WINE

Home to some of Washington State's most celebrated vineyards, Red Mountain is renowned for Cabernet Sauvignon. 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, which is native to the Pacific Flyway, this wine was crafted from grapes cultivated by some of Red Mountain's finest growers. With Canvasback, our aim is to express and develop the depth, structure and sophistication that define wines from this young and exciting appellation.

TASTING NOTES

The 2016 growing season will likely be one of the stars of the decade. As a result, the wines offer beautifully supple textures and lovely aromatics, with noteworthy complexity, freshness and weight. Robust and alluring, this gorgeous expression of Red Mountain Cabernet offers a medley of blue plum, black cherry and red berry aromas, along with notes of black licorice, cardamom, clove and sandalwood. On the palate, a creamy entry and ripe, fine-grained tannins build to a richly polished mid-palate, where luxurious layers of fruit mingle with hints of hazelnut, nutmeg, and baking spices.

Showing the warmth and generosity of the growing season, this wine offers effusive aromas of Bing cherry, ripe strawberry and plum. As it evolves, additional aromas of molasses and ginger reveal themselves, along with a savory whiff of sagebrush that echoes Red Mountain's desert environment. On the palate, the wine has notable presence and depth. The entry is creamy and fine-grained, and a voluminous mid-palate displays gorgeous flavors of black plum, marionberry and grenadine, with notes of nutmeg and hazelnut adding complexity to the juicy fruit.