

# DUCKHORN

VINEYARDS

NAPA VALLEY



HISTORY	Founded by Dan and Margaret Duckhorn in 1976, Duckhorn Vineyards has been crafting classic Napa Valley wines for nearly 40 years. From its inaugural vintage of 800 cases of Cabernet Sauvignon and 800 cases of Merlot in 1978 to its addition of Sauvignon Blanc and Chardonnay, Duckhorn Vineyards has crafted a tradition of quality and excellence that continues today.
WINEMAKER	Renée Ary
GOAL	To be the #1 super-luxury Napa Valley winery in the world
OBJECTIVES	<ol style="list-style-type: none"><li>1. Expand Napa Tier points of distribution by 20%; Napa Chardonnay by 100%</li><li>2. Ensure all suggested pricing guidelines</li><li>3. Achieve 100% National Account program compliance both on- and off-premise</li></ol>
ESSENCE	Enduring and pioneering wines of distinction, for consumers looking for classic Napa Valley wines
DIFFERENTIATING PROPOSITION	Duckhorn Vineyards sets the standard for American fine wines and is one of the few “call brands” in the wine industry.
WINES & PRICING	<p>Napa Tier</p> <p>Sauvignon Blanc \$30.00 SRP, \$25.99 Feature \$60-70 BTB, \$15-19 BTG</p> <p>Chardonnay \$36.00 SRP, \$29.99 Feature, \$65-75 BTB, \$16-20 BTG</p> <p>Merlot \$56.00 SRP, \$51.99 Feature, \$90-110 BTB, \$20-25 BTG</p> <p>Cabernet Sauvignon \$78 SRP, \$72.99 Feature, \$130-150 BTB, \$25-30 BTG</p> <p>Estate Tier</p> <p>Merlot <i>Three Palms Vineyard</i> \$110 SRP, \$160-185 BTB</p> <p>Howell Mountain Cabernet Sauvignon \$100 SRP, \$160-185 BTB</p> <p>The Discussion Red Wine \$150 SRP, \$195-225 BTB</p>
FOCUS VARIETALS	Cabernet Sauvignon, Merlot, Sauvignon Blanc, Chardonnay
ESTATE ACRES	240 Napa Valley vine acres
COMPETITIVE SET	Caymus, Silver Oak, Stag’s Leap Wine Cellars, Rombauer
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 Examples: 2018 Duckhorn Vineyards Napa Valley Merlot 2018 Duckhorn Napa Valley Merlot
MERCHANDISING TOOLS	Trade assets, including tech sheets, label images and up to date accolades are available at <a href="http://DuckhornPortfolio.com">DuckhornPortfolio.com</a> or contact your Duckhorn Portfolio Sales Manager for point-of-sale materials.

DUCKHORN PORTFOLIO



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

DUCKHORN®  
VINEYARDS

SAUVIGNON BLANC

95 points  
*Wine Review Online*, v18

At Duckhorn Vineyards, we have been making our Napa Valley Sauvignon Blanc since 1982. Harvested from our estates and select Napa Valley vineyards, this rich and elegant Sauvignon Blanc was blended with Sémillon to add depth and complexity. Fermented and aged using both stainless steel and French oak, it offers ripe citrus and tropical flavors, refreshing acidity and Sémillon-driven silkiness.

CHARDONNAY

93 points  
*James Suckling*, v17

Sourced from the coolest regions of Napa, in the cellar we applied classic techniques of French oak barrel fermentation with lees stirring, resulting in a Chardonnay that balances the complexity and richness of Napa Valley.

MERLOT

92 points  
*James Suckling*, v17

Highlighting estate vineyards and top Napa Valley sites, our renown Merlot reflects the diversity of the valley's many appellations. Blending with Cabernet Sauvignon adds notable depth and structure, as well as signature flavors of black cherry, plum and spice.

MERLOT  
THREE PALMS VINEYARD

94 points  
*Wine Enthusiast*, v16

One of California's first single-vineyard Merlots, this full-bodied wine reflects Three Palms' unique terroir and has been a consistent benchmark for New World Merlot. Named for its three iconic palm trees, the warm, up valley vineyard features lean soils that cause the vines to send their roots deep in search of nutrients, producing an intense, age-worthy wine with complex red fruit and mineral layers.

CABERNET SAUVIGNON

93 points  
*Wine & Spirits*, v16

Our Cabernet Sauvignon is a blend of individual vineyard lots, utilizing exceptional fruit from our estate vineyards and independent growers. This wine embodies the complexity of the valley, while offering a seamless balance between fruit, oak and tannins. To add nuance the Cabernet is blended with Merlot, yielding a wine that is approachable in its youth, yet worthy of cellaring.

THE DISCUSSION  
RED WINE

95 points  
*Wine & Spirits*, v15

Embodying the depth and complexity of a world-class estate program, The Discussion represents the pinnacle of the Duckhorn Vineyards portfolio and the ongoing dialogue that defines great winemaking. 100% estate grown, this Bordeaux blend is made as a block and barrel selection of our greatest wines from the vintage with the goal of developing a wine with beauty, grace, intrigue and intensity.

HOWELL MOUNTAIN  
CABERNET SAUVIGNON

92 points  
*Wine & Spirits*, v14

Recognized as one of the Napa Valley's most acclaimed winegrowing regions, our Howell Mountain Cabernet Sauvignon is a powerful wine with deep color and excellent structure. Each lot is aged separately for 18 months in 100% new oak, then is blended and aged for an additional six months in all-neutral barrels in order to give it the necessary time to achieve harmony and balance.