

# Goldeneye

**HISTORY** In 1990, after nearly 15 years of making world-class Bordeaux style wines, Dan and Margaret Duckhorn embraced their growing passion for Pinot Noir. Their vision for Goldeneye was to craft a distinctively California Pinot Noir of equal stature to their acclaimed Merlot. After a decade of research and experimentation, Goldeneye harvested its first grapes in 1997. Since then, the winery has grown to include three estate vineyards planted to 136 vine acres.

**WINEMAKER** Kristen McMahan

**GOAL** Ensure that all highly curated restaurant or retail Pinot Noir selections feature Goldeneye Anderson Valley Pinot Noir

**OBJECTIVES**

1. Expand Anderson Valley Pinot Noir PODs by 20% in all markets
2. Ensure at least 50% of all Duckhorn Merlot accounts carry Goldeneye
3. Adhere to all suggested pricing guidelines & 100% National Account compliance

**ESSENCE** Powerful, Sophisticated, Earthy

**DIFFERENTIATING PROPOSITION** For consumers looking for the pinnacle of Super-Luxury American Pinot Noir, Anderson Valley's Goldeneye crafts the ultimate expression of sophisticated yet powerful Pinot Noir of great depth, complexity and elegance, sourced from the Valley's most diverse and expansive estate Pinot Noir program.

**WINES & PRICING**

Goldeneye North Coast Brut Rosé \$45 SRP \$65-80 BTB  
Goldeneye Anderson Valley Pinot Noir \$62 SRP, \$54.99 Feature \$90-110 BTB, \$25-30 BTG  
Goldeneye Anderson Valley Pinot Noir *Gowan Creek Vineyard* \$90 SRP, \$130-150 BTB  
Goldeneye Ten Degrees Anderson Valley Pinot Noir \$132 SRP, \$170-190 BTB

**FOCUS VARIETAL** Pinot Noir

**ESTATE ACRES** 136 acres dedicated to Goldeneye

**COMPETITIVE SET** Belle Glos, Sea Smoke, Merry Edwards, Copain, Etude, Williams Selyem

**RETAIL STANDARDS** Eye-level shelf placement in Pinot Noir section next to competitive set

**ON-PREMISE STANDARDS**

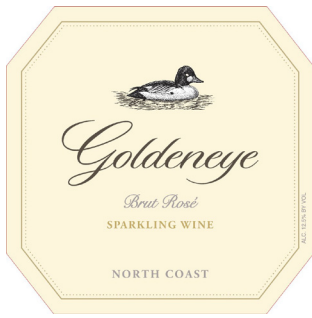
Acceptable Example:  
2019 Goldeneye Anderson Valley Pinot Noir (preferred)  
2019 Goldeneye by Duckhorn Anderson Valley Pinot Noir

Unacceptable Example:  
2019 Duckhorn Goldeneye Anderson Valley Pinot Noir

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

THE DUCKHORN PORTFOLIO

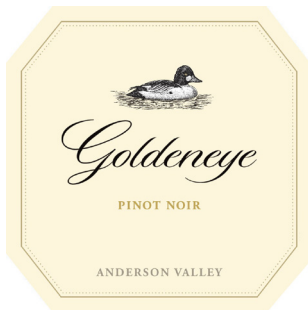
    [GoldeneyeWinery.com](http://GoldeneyeWinery.com) | (800) 354-8885



## GOLDENEYE NORTH COAST BRUT ROSÉ SPARKLING WINE

Crafted from Pinot Noir, Chardonnay and Pinot Meunier grown at some of the finest cool-climate vineyards on California's acclaimed North Coast, our Goldeneye Brut Rosé is a beautifully poised and elegant sparkling wine, with a supple, creamy mouthfeel and tantalizing layers of fresh strawberry, cherry, zesty orange and yeasty brioche.

*New Release*

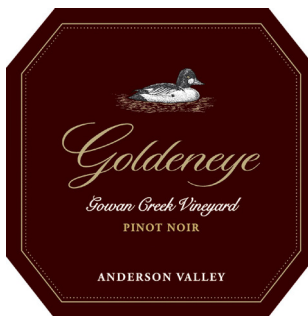


## GOLDENEYE ANDERSON VALLEY PINOT NOIR

Anderson Valley has earned acclaim as one of the world's greatest regions for Pinot Noir. Crafted predominantly from our estate vineyards and shaped by the influences of the wind, water and fog, this wine embodies both the elegance of Anderson Valley Pinot Noir and its deep, rustic beauty.

**92 POINTS**

*Wine Spectator, v21*

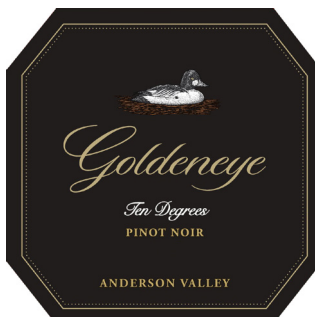


## GOLDENEYE ANDERSON VALLEY PINOT NOIR GOWAN CREEK VINEYARD

Located in the heart of the Anderson Valley, our Gowan Creek Vineyard's unique terroir brings together elements from the valley's warmer regions and its cooler, northern "deep end". The powerful wines display beautiful inky depth and robust, untamed fruit flavors.

**93 POINTS**

*Wine Spectator, v20*



## GOLDENEYE TEN DEGREES ANDERSON VALLEY PINOT NOIR

The pinnacle of our portfolio, Ten Degrees showcases the depth and diversity of our Anderson Valley estate vineyards. The name Ten Degrees pays homage to the unique, cool climate of the Anderson Valley and the fact that even though our four estate vineyards span a modest eight miles, they often display a temperature variance of as much as 10 degrees.

**98 POINTS**

*Wine Review Online, v19*

THE DUCKHORN PORTFOLIO

    | [DecoyWines.com](http://DecoyWines.com) | (866) 367-9945