

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

Katey Larwood

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 Anderson Valley Pinot Noir \$58 SRP, \$90-110 BTB
Goldeneye Anderson Valley Pinot Noir *Gowan Creek Vineyard* \$86 SRP, \$130-150 BTB
Goldeneye Ten Degrees Anderson Valley Pinot Noir \$130 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:
2016 Goldeneye Anderson Valley Pinot Noir (preferred)
2016 Goldeneye by Duckhorn Anderson Valley Pinot Noir
Unacceptable Example:
2016 Duckhorn Goldeneye Anderson Valley Pinot Noir

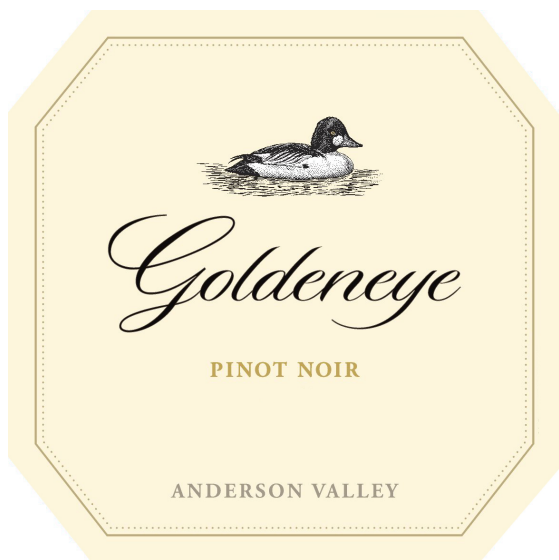
MERCHANDISING TOOLS

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.

DUCKHORN PORTFOLIO



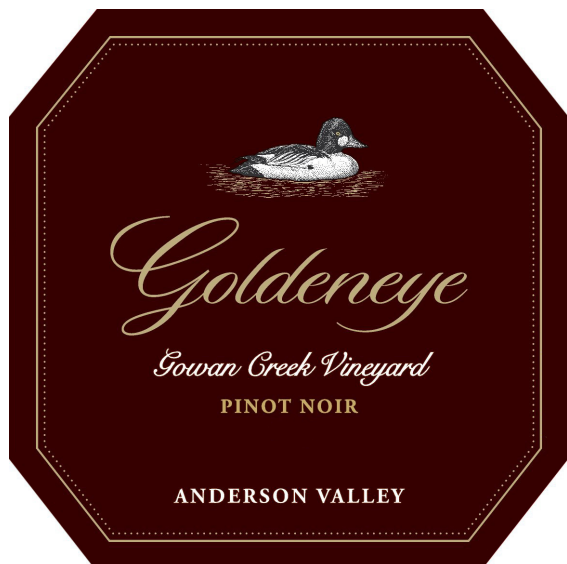
GoldeneyeWinery.com | (800) 354-8885



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.

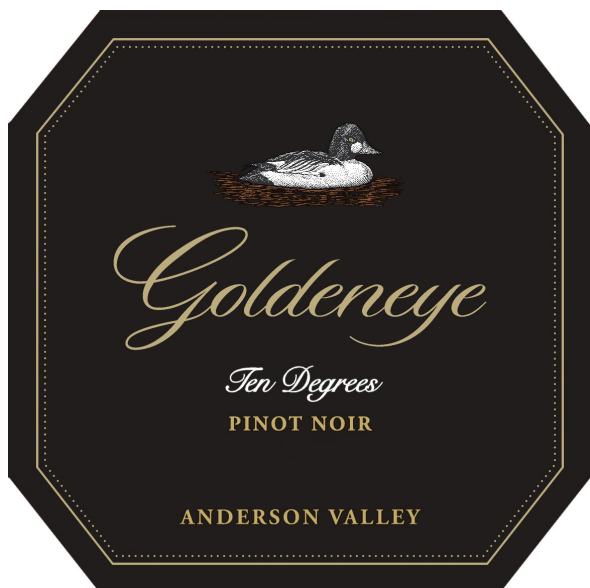
90 POINTS
Jeb Dunnuck, v17



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.

94 POINTS
Wine Enthusiast, v16



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.

95 POINTS
Wine Enthusiast, v16