

# KOSTA BROWNE

**HISTORY** The story of Kosta Browne echoes the iconic American dream—an evolution from a “tip-envelope” project to the production behind some of the industry’s most coveted Pinot Noir and Chardonnay wines. Kosta Browne was started by Dan Kosta and Michael Browne, two friends working at a local Santa Rosa restaurant who saved enough tip money to make their first barrel of Pinot Noir in 1997. Full of passion but short on capital, Michael developed relationships with key growers in Northern California, while Dan, along with the help of a third partner, Chris Costello, worked to market and sell the wines. The quality and popularity of Kosta Browne Pinot Noir increased rapidly, and in 2011, our 2009 Sonoma Coast Pinot Noir was named Wine of the Year by Wine Spectator. Today, their unparalleled success and passion for pioneering some of the most sought-after vineyards led to explorations from the Russian River Valley, Sonoma Coast, Sta. Rita Hills, Santa Lucia Highlands, and Anderson Valley in California, to the hallowed vineyards of Burgundy, France, and most recently, to the majestic Willamette Valley in Oregon. Every vintage, they work tirelessly to tell the story of these iconic regions through the medium of wine.

**WINEMAKER** Julien Howsepian

**GOAL** Become a global benchmark for Pinot Noir and Chardonnay. With every bottle, Kosta Browne aims to tell the story of some of the most celebrated winemaking regions.

**OBJECTIVES**

1. Bolster in-market relationships to drive member sign-ups
2. Create brand advocates within strategic accounts
3. Ensure appropriate placements and brand representation

**ESSENCE** Elegant Intensity

**DIFFERENTIATING PROPOSITION** Kosta Browne focuses on identifying the finest growing sites for Pinot Noir and Chardonnay.

WINES & PRICING	Appellation Wines		Single Vineyard Wines (Grower & Estate)	
		SRP		SRP
	One-Sixteen Chardonnay	\$85	Mt. Carmel Pinot Noir	\$165
	Sta. Rita Hills Pinot Noir	\$115	Gap's Crown Vineyard Pinot Noir	\$165
	Anderson Valley Pinot Noir	\$115	Cerise Vineyard Pinot Noir	\$200
	Russian River Valley Pinot Noir	\$115		
	Sonoma Coast Pinot Noir	\$115		

**FOCUS VARIETALS** Pinot Noir, Chardonnay

**APPELLATIONS** Anderson Valley, Russian River Valley, Sonoma Coast, Sta. Rita Hills

**COMPETITIVE SET** Kistler, Williams Selyem, Sea Smoke, Dumol, Aubert, Marcassin, Failla, Littorai, Rivers Marie, Rochioli, Rhys, Peter Michael, Cobb

**CHANNEL STRATEGY** 90% On-Premise, 10% Off-Premise

**ON-PREMISE STANDARDS**

Acceptable Example:  
2021 Kosta Browne Russian River Valley Pinot Noir

Unacceptable Example:  
2021 KB Russian River Valley Pinot Noir  
2021 Kosta Browne Russian River Valley Pinot Noir by Duckhorn

**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.

## APPELLATION SERIES



### ONE-SIXTEEN RUSSIAN RIVER VALLEY CHARDONNAY

The marine influence that follows the Russian River inland from the Pacific coast is a powerful attribute of this region. The fog helps keep nights cool and offers the vines a well-deserved break from daytime temperatures. The famed Chardonnay vineyards that we work with for this wine are located in the coolest parts of the Russian River Valley. Here, fruit can mature gracefully on the vine, which we find offers us more intensely focused flavors. The palate strikes a lovely balance between richness and bright acidity, with succulent orchard fruit flavors and a hint of French oak carrying the wine to a long, shimmering finish.



### STA. RITA HILLS PINOT NOIR

A microclimate that began a mere 20 million years ago is nothing short of a miracle. Tectonic plate movements caused mountains to rise out of the ocean, break off the plate, and rotate clockwise, creating one of the most defined transverse ranges on the Pacific Coast, with remnants of marine sediment deposited during the Miocene Epoch as the soil base. But what makes this area truly unique is the purely East/West maritime mouth that funnels cooling coastal fog and wind to the vines. Sta. Rita Hills is one of the world's best cool-climate growing regions of Pinot Noir. As captivating as it is delicious, this wine is robust and dynamic, with intense fruit and spice notes continuing throughout the palate, building to a complex and polished finish.



### ANDERSON VALLEY PINOT NOIR

Sixty-five miles north of our winery in Sebastopol, CA is the critically acclaimed AVA of Anderson Valley. This rural, unparalleled location has had a history of producing world-class wines. We sourced from a variety of vineyards within the appellation, creating an extensive representation of an Anderson Valley blend. Intense aromas of juicy black cherry, cranberry, and blueberry are enhanced by the expansively layered palate and uplifting acidity. An undeniable richness and captivating texture draw the wine to a long finish, resulting in a signature Kosta Browne Pinot Noir.



### RUSSIAN RIVER VALLEY PINOT NOIR

There are many differences between vineyards in this small appellation, but the majority of them share a common influence – the cooling effect that follows the Russian River inland from the Pacific coast. Over the years, we've been fortunate to work with many great vineyards that span a diverse and varied view into a region that many would call the heartland of California Pinot Noir. No matter the vintage, there are often fresh red fruit characteristics, a recognizably full mouthfeel, and lively texture to the wines from the area - a common thread to the components of this blend.





## SONOMA COAST PINOT NOIR

The Sonoma Coast appellation overlaps with the Russian River Valley in many places and is similarly shaped by the ocean. Local geology can be complex here, a result of being located at the intersection of two tectonic plates. We find ourselves drawn to sites that are influenced by the Pacific Ocean. The vineyards we source from lie in both the southern portion of the appellation and in the northern coastal zone. In the southern area, the Petaluma Wind Gap and the San Pablo Bay drive cooler temperatures and provide us with deep flavors and richly textured wines. The vineyards from the coastal reaches contribute savory and spice characteristics that we love as well as great structure and poise. Together, they form a distinct Sonoma Coast wine with enticing aromas of ripe blue fruit, layered acidity, and a powerful finish.

## SINGLE VINEYARD SERIES (GROWER & ESTATE)



### MT. CARMEL STA. RITA HILLS PINOT NOIR

Planted in 1989 on steep and rugged land surrounding an abandoned Carmelite monastery, Mt. Carmel was one of the first vineyards planted in the Sta. Rita Hills appellation. The site consists of six blocks totaling 24 acres, planted to a variety of own-rooted, heritage Chardonnay and Pinot Noir clones. Primarily dry-farmed, Mt. Carmel is extremely cool and windy. This, combined with exceptional Botella clay and Diatomaceous earth soils and elevations of 800-1000 feet above sea level, produces a wine that is as intricate and dynamic as it is alluring.



### GAP'S CROWN VINEYARD SONOMA COAST PINOT NOIR

Gap's Crown is considered by many to be one of the best representations of what the Petaluma Gap AVA, the southern component of Sonoma Coast, is all about. Since we began working with this site in 2006, its meteoric rise into the pantheon of great Pinot Noir vineyards has been extraordinary. Sweeping vineyards with dramatic elevation changes and clonal variety define this exemplary site. Each year, this Pinot Noir dazzles with its stunning purity and lush flavors. From its mouthwatering tension to its flowing flavors of blueberry, blackberry pie, and honeycomb, this is classic Sonoma Coast Pinot Noir.



### CERISE VINEYARD ANDERSON VALLEY PINOT NOIR

Over the past quarter-century, the Anderson Valley has emerged as the source for some of California's most distinctive wines and Cerise as one of the valley's most preeminent vineyards. Rising from 587 to 1,620 feet, its steep, unforgiving terrain results in thought-provoking wines that combine an untamable spirit with arresting energy and opulence. Pinot Noir blocks sit on the eastern side of the valley, facing west, 16 miles from the coast. There is not a single block on flat ground. In 2016 Kosta Browne jumped at the opportunity to purchase this incredible site.

