

KOSTA BROWNE

BRAND SUMMARY

220 Morris Street Sebastopol, California 95472
main (707) 823-7430
KostaBrowne.com

HISTORY	Founded in 1997, Kosta Browne is one of North America's most revered wineries, recognized for making some of the world's finest Pinot Noirs and Chardonnays. Located in Sebastopol, Sonoma County, and guided by an acclaimed team that includes renowned Winemaker Nico Cueva, Kosta Browne makes appellation and single-vineyard wines from the most coveted cool-climate vineyards across the Russian River Valley, Sonoma Coast, Anderson Valley, Sta. Rita Hills and Santa Lucia Highlands appellations.									
WINEMAKER	Nico Cueva									
BRAND GOAL	Become a global benchmark for California Pinot Noir and Chardonnay. With every bottle, we want to tell the story of California's most sought-after wines.									
BRAND OBJECTIVES	<ol style="list-style-type: none">1. Bolster in-market relationships to drive member sign-ups2. Create brand advocates within strategic accounts3. Ensure appropriate placements and brand representation									
BRAND ESSENCE	Elegant intensity									
DIFFERENTIATING PROPOSITION	Proud steward of the California Coast, Kosta Browne focuses on identifying the region's finest Pinot Noir and Chardonnay growing sites.									
WINES & PRICING	<table><tr><td>Appellation Wines<ul style="list-style-type: none">• One Sixteen Chardonnay - \$140-195^{BTB}, \$90^{SRP}• Sta Rita Hills Pinot Noir - \$190-245^{BTB}, \$100-120^{SRP}• Russian River Pinot Noir - \$190-245^{BTB}, \$100-120^{SRP}• Sonoma Coast Pinot Noir - \$190-245^{BTB}, \$100-120^{SRP}</td><td>Single Vineyard Wines<ul style="list-style-type: none">• Pinot Noir Cerise Vineyard - \$360-380^{BTB}, \$225^{SRP}• Pinot Noir Keefer Ranch Vineyard - \$275-290^{BTB}, \$160^{SRP}• Pinot Noir Gap's Crown Vineyard - \$275-290^{BTB}, \$160^{SRP}</td></tr></table>	Appellation Wines <ul style="list-style-type: none">• One Sixteen Chardonnay - \$140-195^{BTB}, \$90^{SRP}• Sta Rita Hills Pinot Noir - \$190-245^{BTB}, \$100-120^{SRP}• Russian River Pinot Noir - \$190-245^{BTB}, \$100-120^{SRP}• Sonoma Coast Pinot Noir - \$190-245^{BTB}, \$100-120^{SRP}	Single Vineyard Wines <ul style="list-style-type: none">• Pinot Noir Cerise Vineyard - \$360-380^{BTB}, \$225^{SRP}• Pinot Noir Keefer Ranch Vineyard - \$275-290^{BTB}, \$160^{SRP}• Pinot Noir Gap's Crown Vineyard - \$275-290^{BTB}, \$160^{SRP}							
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FOCUS VARIETALS	Pinot Noir, Chardonnay									
COMPETITIVE SET	Aubert, Marcassin, Cobb, Failla, Littorai, Kistler, Rivers Marie, Rochioli, Rhys, Williams Selyem, Du Mol, Sea Smoke, Peter Michael									
ESTATE ACRES	170 vine acres in Russian River Valley, Sonoma Coast and Anderson Valley									
CHANNEL STRATEGY	90% On-Premise, 10% Off-Premise									
KEY ACCOLADES	<table><tr><td>Chardonnay:<ul style="list-style-type: none">• 90 pts <i>Wine Spectator</i> v16• 94 pts <i>Jeb Dunnuck</i> v15</td><td>Sonoma Coast Pinot Noir:<ul style="list-style-type: none">• 91 pts <i>Wine Spectator</i> v16• 94 pts <i>James Suckling</i> v15</td><td>Gap's Crown Pinot Noir:<ul style="list-style-type: none">• 93 pts <i>Wine Spectator</i> v16• 97 pts <i>Jeb Dunnuck</i> v15</td></tr><tr><td>Sta Rita Hills Pinot Noir:<ul style="list-style-type: none">• 92 pts <i>Wine Spectator</i> v16</td><td>Cerise Pinot Noir:<ul style="list-style-type: none">• Premiere release</td><td></td></tr><tr><td>Russian River Pinot Noir:<ul style="list-style-type: none">• 92 pts <i>Wine Spectator</i> v16• 95 pts <i>Jeb Dunnuck</i> v15</td><td>Keefer Ranch Pinot Noir:<ul style="list-style-type: none">• 93 pts <i>Wine Spectator</i> v16• 96 pts <i>James Suckling</i> v15</td><td></td></tr></table>	Chardonnay: <ul style="list-style-type: none">• 90 pts <i>Wine Spectator</i> v16• 94 pts <i>Jeb Dunnuck</i> v15	Sonoma Coast Pinot Noir: <ul style="list-style-type: none">• 91 pts <i>Wine Spectator</i> v16• 94 pts <i>James Suckling</i> v15	Gap's Crown Pinot Noir: <ul style="list-style-type: none">• 93 pts <i>Wine Spectator</i> v16• 97 pts <i>Jeb Dunnuck</i> v15	Sta Rita Hills Pinot Noir: <ul style="list-style-type: none">• 92 pts <i>Wine Spectator</i> v16	Cerise Pinot Noir: <ul style="list-style-type: none">• Premiere release		Russian River Pinot Noir: <ul style="list-style-type: none">• 92 pts <i>Wine Spectator</i> v16• 95 pts <i>Jeb Dunnuck</i> v15	Keefer Ranch Pinot Noir: <ul style="list-style-type: none">• 93 pts <i>Wine Spectator</i> v16• 96 pts <i>James Suckling</i> v15	
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ON-PREMISE STANDARDS	<p>Acceptable Example: 2017 Kosta Browne Russian River Valley Pinot Noir</p> <p>Unacceptable Examples: 2017 KB Russian River Valley Pinot Noir, 2017 Kosta Browne Russian River Valley Pinot Noir by Duckhorn</p>									



WINE			
One Sixteen Chardonnay	Sta. Rita Hills Pinot Noir	Russian River Valley Pinot Noir	Sonoma Coast Pinot Noir
VINTAGE			
2017	2017	2017	2017
APPELLATION			
Russian River Valley	Sta. Rita Hills	Russian River Valley	Sonoma Coast
ALCOHOL			
13.8%	13.5%	14.3%	14.2%
VINEYARDS			
Charles Ranch, El Diablo, Heintz, Keefer Ranch, Laguna Valdez, Ritchie, Rued and Zio Tony	La Encantada, John Sebastiano Vineyard, Bentrock, Radian, Francesca, Hilliard Bruce, and Mt. Carmel	Bootlegger's Hill, Treehouse, Zio Tony, Moonshine, Sundawg, Laguna Valdez, Winner's Circle, Klopp Laguna, Jenkins, Gantz, Koplen, Keefer and Giusti	Pratt-Sexton, Marshall, Burnside, Watertrough, Kanzler, Gap's Crown, Thorn Ridge, Freestone
CLONES			
Wente, 548, 95, Batto, Calera, 4, Mt Eden, Rued, Hyde	828, 777, 2A, 115, 91, POM 4, 667	777, 828, 115, 23, Calera, 667, Pommard 4, Swan, 37, CC, Elite	667, Pommard 4, 115, 777, 828, Swan, 23, 114, 2A
FERMENTATION			
79% French Oak, 18% Foudre, 3% Concrete Tank	Open Tops: 100% Stainless Steel; 14% Whole Cluster	Open Tops: 81% Stainless Steel, 14% Concrete, 5% Wood; 3% Whole Cluster	Open Tops: 84% Stainless Steel, 8% Concrete, 8% Wood; 4% Whole Cluster
COOPERAGE			
15 mo. 34% New French Oak, 4 mo. 30% Stainless Steel tank, 9 mo 18% Foudre, 14 mo. 2% Concrete egg, 15 mo. 1% Concrete tank,	15 mo. 42% New French Oak	17 mo. 45% New French Oak	17 mo. 40% New French Oak, 10 mo. 15% Wood Tank, 10 mo. 6% Concrete Tank,
WINE			
The famous Chardonnay vineyards that we work with for this wine are from the coolest parts of the Russian River Valley. Here, fruit is allowed to mature gracefully on the vine, which we find offers us more intensely focused flavors and generous natural acidity.	What makes this area truly unique is the purely East/West maritime mouth that funnels cooling coastal fog, and wind to the vines. One of the smaller AVAs in California, Sta. Rita Hills is one of the world's best cool-climate growing regions of Pinot Noir.	We work with vineyards that span a diverse and varied view into a region that many would call the heartland of California Pinot Noir. Our goal is to create a wine that showcases the essence of this magical appellation.	For this wine, we find ourselves drawn to vineyards that are particularly influenced by the Pacific Ocean and are fortunate to work with some spectacular sites. Together, they form a singular wine that is distinctively Sonoma Coast.
TASTING NOTES			
Nose: Rose petal and crème brûlée with hints of cantaloupe skin and coconut nibs. Mouth: An expansive and rich mouthfeel with flavors of pear and notes of peach crisp. Precise and tactile.	Nose: Soft and elegant with aromas of lifted red fruits; rhubarb and sour cherry. Notes of lemon zest and crème fraîche. Mouth: Compelling and bright with high energy. Structured, layered tannins backed with slight minerality. Thoughtful, layered oak undertone.	Nose: Bright citrus rind with fresh cranberry, strawberry and a touch of baking spice. Mouth: Broad, with a supportive acid structure which highlights the notes of raspberry, pomegranate and well-balanced oak.	Nose: Forest floor, with blackberry, Bing cherry and bramble fruits. A hint of Rosemary. Mouth: Thoughtful and focused. Intense dark fruits with notes of blackberry and blueberry.