

KOSTA BROWNE

SALES TRAINING





ABOUT KOSTA BROWNE

Since Kosta Browne's founding, our mission has been to produce California's best Pinot Noir and Chardonnay. These varieties reflect their growing conditions and winemaking approaches like no other, and we are obsessed with capturing the individual expression of the state's finest growing regions—the rugged and diverse Sonoma Coast, the foggy Russian River Valley, the chilly Santa Lucia Highlands, the coastal proximity of the Sta. Rita Hills and the wild, untamed Anderson Valley. Finally, through the artful blending of our vineyards and their individual blocks and rows, we strive to create the purest expression of each appellation's unique personality.

Brand Snapshot

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, the unparalleled success of Kosta Browne is a testament to our commitment to expressing California’s greatest Pinot Noir and Chardonnay regions.					
Winemaker	Julien Howsepian					
Brand Vision	The vision of Kosta Browne is to become the global benchmark for California Pinot Noir and Chardonnay.					
Brand Objectives	<div>1. Bolster in-market relationships to drive member sign-ups</div> <div>2. Create brand advocates within strategic accounts</div> <div>3. Ensure appropriate placements and brand representation</div>					
Brand Essence	Elegant intensity					
Differentiation Position	Proud steward of the California Coast, Kosta Browne focuses on identifying the region’s finest Pinot Noir and Chardonnay growing sites.					
Wines & Pricing						
SERIES	WINE	SIZE	SRP	SRP RANGE	WINE LIST	
Appellation	One Sixteen Russian River Valley, Chardonnay	750ML	\$85	\$80-\$90	\$140-\$160	
Appellation	Sta. Rita Hills, Pinot Noir	750ML	\$115	\$95-\$125	\$150-\$199	
Appellation	Russian River Valley, Pinot Noir	750ML	\$115	\$95-\$125	\$150-\$199	
Appellation	Sonoma Coast, Pinot Noir	750ML	\$115	\$95-\$125	\$150-\$199	
Grower	Keefer Ranch, Russian River Valley, Pinot Noir	750ML	\$165	\$140-\$180	\$240-\$299	
Grower	Gap’s Crown Vineyard, Sonoma Coast, Pinot Noir	750ML	\$165	\$140-\$180	\$240-\$299	
Estate	Cerise Vineyard, Anderson Valley, Pinot Noir	750ML	\$175	\$160-\$199	\$260-\$320	
Focus Varietals	Pinot Noir & Chardonnay					
Estate Acres	170 acres					
Channel Strategy	90% On-Premise, 10% Off-Premise					
On-Premise Standards	2017 Kosta Browne Sonoma Coast Pinot Noir					

Kosta Browne Narrative

The Short Story	Kosta Browne is a winery in Sebastopol, Sonoma County, California, known for producing wines from California's finest Pinot Noir and Chardonnay growing regions. Our Appellation and Single Vineyard wines are sourced from the most coveted cool-climate sites across the state and reveal their origins with elegance, intensity, energy, and character. We remain dedicated to the values of our founders, Dan Kosta and Michael Browne, and to their obsession with producing thought-provoking and inspiring wines.
The Origin of Kosta Browne	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, the unparalleled success of Kosta Browne is a testament to our commitment to expressing California's greatest Pinot Noir and Chardonnay regions.
Vision	The vision of Kosta Browne is to become the global benchmark for California Pinot Noir and Chardonnay. Our team is obsessed with quality; we apply the same meticulous approach across grape growing, sourcing, and advanced cellar practices, as well as extend our commitment to excellence through gracious hospitality. With every bottle, we aim to tell the story of California's most sought-after wines.
Core Values	Kosta Browne continues to embrace the innovative, entrepreneurial spirit of founders Dan Kosta and Michael Browne. We seek to push boundaries and welcome unconventional approaches in our pursuit of wines that stand in the company of the world's greatest maisons and domaines; we also remain committed to our down-to-earth roots—the heart and soul of every vintage.
About the Founders	As Kosta Browne gained growth and status in the industry, the founders, Dan and Michael, decided to bring in a more seasoned leadership team to help the winery realize its full potential. Both Dan and Michael now focus on their individual endeavors. Their vision, ethos, and humble roots shaped the forward-thinking spirit that continues to inspire Kosta Browne to become the global benchmark for California Pinot Noir and Chardonnay.

Kosta Browne Narrative

About Kosta Browne Wines

Kosta Browne is obsessed with quality; applying meticulous approaches across grape growing, sourcing, and advanced cellar practices. With every bottle, Kosta Browne tells the story of California's most sought-after wines.

The portfolio includes four series of wines: the Appellation Series, Single Vineyard Grower Series, Estate Series and the Observations Series. This range highlights distinct regions, vineyards, vineyard blocks and barrel lots.

The Appellation Series wines are the result of our quest for the best Pinot Noir and Chardonnay regions in California. This journey has brought us to Anderson Valley, the Sonoma Coast, Russian River Valley, the Santa Lucia Highlands and Sta. Rita Hills. These diverse growing regions share characteristics in which Pinot Noir and Chardonnay thrive (cool temperatures and extended growing seasons), allowing the Appellation Series wines to showcase the unique expression of each place.

The Single Vineyard Grower Series features many celebrated vineyards and our longtime grower partners, while the Estate Series consists of wines solely from the individual sites that we own. Both have a tight focus on place and highlight the diversity of expression that Pinot Noir and Chardonnay develop within varying growing regions. Each vineyard adds layers of complexity to our portfolio, and every decision we make in the vineyard and cellar is guided by a strong sense of place. We relish the opportunity to share the personalities of these different sites.

The Next 20 Years

Through the support of our owners, Duckhorn Portfolio, one of the leaders in American fine wine, we are excited to expand our winegrowing with land ownership. We remain dedicated to producing the highest quality Pinot Noir and Chardonnay, and to continue to make investments in the cellar in order to craft the finest expression of our nuanced wine portfolio. We look forward to sharing these developments with our members as we release the wines, expand our hospitality program, and maintain our commitment to customer service. The team at Kosta Browne is united around the winery's legacy of excellence and is committed to carrying it forward.



ABOUT OUR WINEMAKER

Julien Howsepian has earned renown for creating elegant and intense wines prized for their thoughtful complexity, character and soul. As Head Winemaker, he continues Kosta Browne's two-decade legacy of crafting California's benchmark Chardonnays and Pinot Noirs.

Kosta Browne Winemaking

About our Winemaker— Julien Howsepian

“Extraordinary
wines reflect the
interconnectedness
of many factors...
Understanding how
these elements
work together is
the essence of
great wine.”

—J.H.

Kosta Browne has established a reputation as one of the world's most revered wineries, and a beacon of excellence in New World Pinot Noir and Chardonnay. Building on the accomplishments of former Co-founder Michael Browne and Winemaker Nico Cueva, Julien Howsepian leads Kosta Browne's winemaking, overseeing an acclaimed program that features almost 40 of California's greatest vineyards.

A first-generation American, Julien was born into a family with a French father and a Dutch mother who inspired in him an early love of wine. Raised in Northern California's Bay Area, Julien regularly traveled to France to visit family, including relatives in the wine industry. These early visits kindled Julien's appreciation for the culture of wine and led him to UC Davis, where he earned a degree in viticulture and enology. Before joining Kosta Browne, Julien gained invaluable hands-on experience at several venerable California estates and in New Zealand's acclaimed Hawke's Bay region.

Julien impressed Michael Browne while working as a harvest intern during the 2012 vintage and was rewarded with a coveted full-time position following harvest. Working alongside Michael and Nico, Julien spent the next several vintages establishing himself as an invaluable member of the Kosta Browne team. With a meticulous, detail-oriented approach to winemaking and a love of blending, Julien was rapidly promoted from production assistant to cellar master to assistant winemaker.

“Working alongside Michael and Nico for seven years, I learned the Kosta Browne way from the ground up,” says Julien. “Michael brought an absolute clarity of vision to his winemaking that continues to define us. He also established a culture that empowers our team to achieve that vision. As a mentor and friend, Nico also had a profound influence on me. He taught me to appreciate the science of winemaking, but also to push the envelope, understanding that truly compelling wines go beyond chemistry. Extraordinary wines reflect the interconnectedness of many factors—the vineyard, the season, the grapes, and the people who make the wine. Understanding how these elements work together is the essence of great wine.”

A winemaker who balances intellectual curiosity with a deep passion for Pinot Noir, Julien relishes the opportunity to coax the full potential from every vineyard. “My dream has always been to make world-class wines,” adds Julien. “As a winemaker, it is both humbling and a gift to work with such amazing vineyards. Each one has a fascinating story to tell. For two decades, Kosta Browne has been dedicated to telling these stories. To build on this legacy is an honor and a privilege.” A lifelong athlete and nature lover, Julien lives with his wife and young son in the heart of wine country.



OUR PORTFOLIO OF WINES

The Kosta Browne portfolio includes a selection of Pinot Noirs and Chardonnays sourced from the best growing regions in California. The Wholesale Offering focuses on the four flagship wines from the Appellation Series, two wines from our Single Vineyard Grower Series, and one special selection from our Estate Series.

Series Overview



APPELLATION SERIES

The Appellation Series wines are inspired by a desire to capture the essence of each region that we have carefully identified as the best areas for Pinot Noir and Chardonnay in California. From Russian River Valley and the Sonoma Coast, to Sta. Rita Hills, these wines are crafted by blending individual vineyards and blocks that are most expressive of their AVA. For every release, we aim to capture the typicity of the region.

Series Overview



SINGLE VINEYARD GROWER SERIES & ESTATE SERIES

As we farm our vineyard estates and work closely with our longtime grower partners, we have developed a deep understanding of the way each specific site showcases Pinot Noir and Chardonnay.

Grower Series

From the renowned vineyards like Gap's Crown Vineyard within the Sonoma Coast, to Keefer Ranch in Russian River Valley, we have come to understand each discrete set of soils, slopes, aspects, and microclimates of our Single Vineyard Grower Series designates. These limited production wines showcase Pinot Noir and Chardonnay in a truly special way, allowing the character of each site, and their unique sense of place to shine.

Estate Series

The Estate Series was born of our journey to find world-class Pinot Noir and Chardonnay sites in California, and our commitment to sustainable farming and vineyard management practices. We select clones and rootstock that bring about the vineyard's purest expression, and we are able to choose from more than 20 different fermentation vessels to complement each lot produced. In 2016, this journey brought us to Anderson Valley, wherein we were fortunate to purchase the acclaimed Cerise Vineyard.

Kosta Browne Vineyards Profile

Single Vineyard Grower Series

KEEFER RANCH



About

Keefer Ranch lies within Green Valley in the southwestern corner of Russian River Valley. Here, gently rolling hills harbor some of the coolest conditions within the appellation. Fog, cool breezes and fresh nights help vines balance their ripening with warm afternoon sunshine. This heralded property has been in the Kosta Browne family since 2005.

Technical Details

SERIES: Single Vineyard Grower Series
APPELLATION: Russian River Valley
CLONES: 2A, Pommard, 828, 115, 777, Calera, Swan
ORIENTATION: North/South
TRELLISING: Bi-lateral Cordon
SOIL: Gold Ridge Fine Sandy Loam
ACREAGE: 20 acres

GAP'S CROWN VINEYARD



About

Located in the Petaluma Gap off the Sonoma Coast, Kosta Browne has been fortunate to work with Gap's Crown Vineyard since 2006. Steep hillsides and a variety of clones add diversity, while carefully planted aspects encourage even sunlight exposure during the final stages of ripening. It was also a contributing vineyard to our 2009 vintage—named Wine Spectator's #1 Wine of the Year in 2011.

Technical Details

SERIES: Single Vineyard Grower Series
APPELLATION: Sonoma Coast, Petaluma Gap
CLONES: Swan, 667, 115, 828, 114
ORIENTATION: North/South
TRELLISING: VSP
SOIL: Goulding Clay Loam, Raynor Clay
ACREAGE: 144 acres planted, only the best 37 acres go to Kosta Browne

CERISE VINEYARD



About

Situated along steep, rocky hillsides above Boonville in Mendocino County, the Cerise Vineyard is made up of 26 unique blocks at elevations that range from 700 to 1700ft. In 2016 Kosta Browne jumped at the opportunity to purchase this wild and untamed estate with a history of producing elegant wines from Anderson Valley.

Technical Details

SERIES: Estate Series
APPELLATION: Anderson Valley
CLONES: Calera, Swan, Pommard, 114, 115, 667, 777, 828, 2A and Wente (CH)
ORIENTATION: North/South
TRELLISING: Cane VSP, Cordon
SOIL: Yorkville-Witherell
ACREAGE: 386 acres, 60 planted to vineyards—the rest is wild land

Estate Series

Portfolio Overview

Appellation Series	One Sixteen Russian River Valley , Chardonnay	375/750 ML
	Russian River Valley , Pinot Noir	375/750 ML
	Sonoma Coast , Pinot Noir	375/750 ML
	Sta. Rita Hills , Pinot Noir	750 ML
	Santa Lucia Highlands, Pinot Noir	750 ML
Single Vineyard Grower Series	El Diablo, Russian River Valley, Chardonnay	750 ML
	Keefer Ranch , Russian River Valley, Pinot Noir	750 ML
	Giusti Ranch, Russian River Valley, Pinot Noir	750 ML
	Koplen Vineyard, Russian River Valley, Pinot Noir	750 ML
	Gap's Crown Vineyard , Sonoma Coast, Pinot Noir	750 ML
	Kanzler Vineyard, Sonoma Coast, Pinot Noir	750 ML
	Thorn Ridge Ranch, Sonoma Coast, Pinot Noir	750 ML
	Rosella's Vineyard, Santa Lucia Highlands, Pinot Noir	750 ML
	Garys' Vineyard, Santa Lucia Highlands, Pinot Noir	750 ML
	Pisoni Vineyard, Santa Lucia Highlands, Pinot Noir	750 ML
Estate Series	4-Barrel, California, Pinot Noir	750 ML
	Cerise Vineyard, Anderson Valley, Chardonnay	750 ML
	Cerise Vineyard , Anderson Valley, Pinot Noir	750 ML
	Bootlegger's Hill, Russian River Valley, Chardonnay	750 ML
	Bootlegger's Hill, Russian River Valley, Pinot Noir	750 ML
Observations Series	Treehouse Vineyard, Russian River Valley, Pinot Noir	750 ML
	Available exclusively in The Gallery at the winery in Sebastopol, CA (Offerings change each vintage)	

*note: **bold wines** available for distribution*

Wholesale Offering

SPRING: APPELLATION SERIES



One Sixteen, Russian River Valley Chardonnay, 750ML

VINEYARDS: Ritchie, Keefer Ranch, Rued, Zio Tony, El Diablo, Ulises Valdez, Charles Heintz, Bootlegger's Hill, Winner's Circle

FACT: The marine influence along the Russian River allows Chardonnay to mature gracefully, creating complex flavors and bright natural acidity.



Sta. Rita Hills Pinot Noir, 750ML

VINEYARDS: La Encantada, John Sebastiano, Bentrack, Francesca, Radian, Hilliard Bruce, Mt.Carmel

FACT: One of the world's best cool-climate growing regions of Pinot Noir, Sta. Rita Hills is also one of the smallest AVA's in California.



Russian River Valley Pinot Noir, 375/750ML

VINEYARDS: Bootlegger's Hill, Giusti Ranch, Treehouse, Zio Tony, Moonshine, Sundawg, Laguna Valdez, Winner's Circle, Klopp Laguna, Jenkins, Gantz, Koplen, Keefer Ranch

FACT: Daily temperature swings in Russian River Valley allow Pinot Noir to develop intense flavors balanced by elegant body and mouthfeel.



Sonoma Coast Pinot Noir, 375/750ML

VINEYARDS: Pratt-Sexton, Marshall, Burnside, Watertrough, Kanzler, Gap's Crown, Thorn Ridge Ranch, Freestone

FACT: Vineyards along the western edge of the Sonoma Coast express cool climate characteristics, complex flavors and richly textured wines.

FALL: SINGLE VINEYARD GROWER SERIES & ESTATE SERIES



Keefer Ranch, Russian River Valley Pinot Noir (Grower), 750ML

CLONES: 2A, Pommard, 828, 115, 777, Calera, Swan

ACREAGE: 20 acres

FACT: Originally planted with apple orchards, Keefer Ranch sits in the coolest part of Russian River Valley known as Green Valley.



Gap's Crown, Sonoma Coast Pinot Noir (Grower), 750ML

CLONES: Swan, 667, 115, 828, 114

ACREAGE: 144 acres planted, only the best 37 acres go to Kosta Browne.

FACT: The vineyard is situated slightly inland, where it sits along the Petaluma Wind Gap, which gives it a favorable coastal influence.



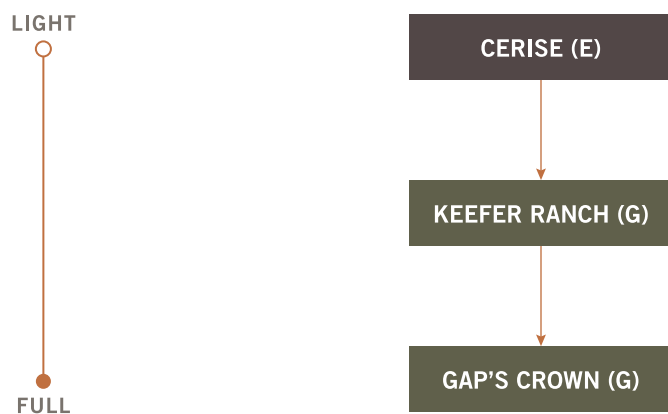
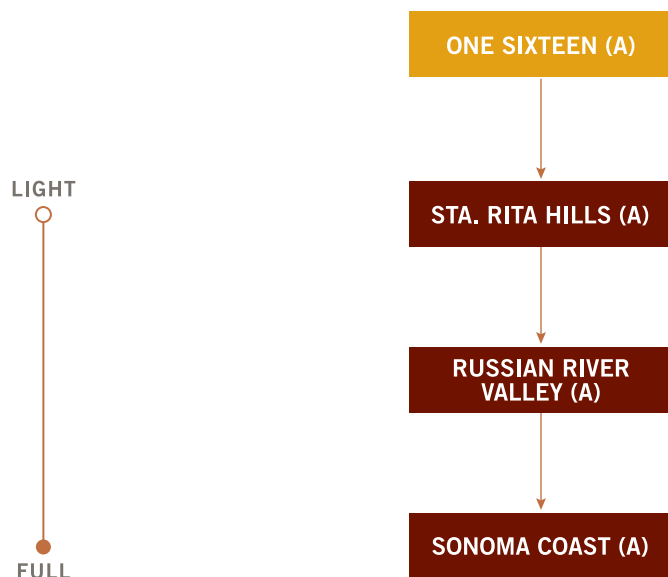
Cerise Vineyard, Anderson Valley Pinot Noir (Estate), 750ML

CLONES: Calera, Swan, Pommard, 114, 115, 667, 777, 828, 2A and Wente (CH)

ACREAGE: 386 acres, 60 planted to vineyards—the rest is wild land.

FACT: Elevation at Cerise Vineyard ranges from 700ft–1700ft and takes twice as long to hand-harvest because of steep hillsides and narrow, winding rows.

Trade Tasting Order



SERIES: **A** APPELLATION (PN) **A** APPELLATION (CH) **G** GROWER (PN) **E** ESTATE (PN)

Wholesale Allocation–Release Calendar

SPRING

FALL

January

Wholesale Allocation & Goals Determined

June/July/August

- Distributor Performance Reviews
- Wholesale Fall Allocation & Goals Determined
- Prep for Fall Allocation

February

Wholesale Allocation Opens/Letters Sent

- 90 days to submit PO's

September

- Wholesale Allocation Opens/Letters Sent
 - 60 days to submit PO's
- Wholesale follow-up communication
- Wholesale orders begin to ship/fulfill

March

- Wholesale orders begin to ship/fulfill
 - Invoiced at time of shipment
- Wholesale follow-up communication to dormant/no response

October

- Wholesale Allocation ends
- Wholesale Wish Grant begins
 - Priority distributors offered additional inventory ("Wish")
 - Runs 15 days to submit PO's

April/May

- Wholesale Allocation ends
- Wholesale Wish Grant begins
 - Priority distributors offered additional inventory ("Wish")
 - Runs 15 days to submit PO's
- Wholesale Wish Grant closes and Allocation period ends.

November/December

- Wholesale Wish Grant closes and Allocation period ends.

