



KOSTA BROWNE



# KOSTA BROWNE



Differentiation  
Appeal  
Founders  
Team  
History

# Differentiation & Appeal

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## WHY KOSTA BROWNE

- Insanely Loyal Customers: Preeminent California Pinot Noir producer with exceptionally loyal customer, who wait 2—10 years to gain access to our highly-coveted wines
- Critical Acclaim: Highly regarded by wine connoisseurs with consistent 95++ ratings, including the Wine Spectator's Wine of the Year award in 2011
- Sense of Place: Meticulous estate vineyards and longstanding grower partners dedicated to stewardship, sustainability, and wines with a sense of place.
- Quality at Every Turn: State-of-the-art winery in Sebastopol, laser-focused on quality winemaking practices, from processing to fermentation, vessel to barrel.
- Obsessed with Pinot Noir: North America's most successful ultra-luxury Pinot Noir brand joins the celebrated Duckhorn Portfolio

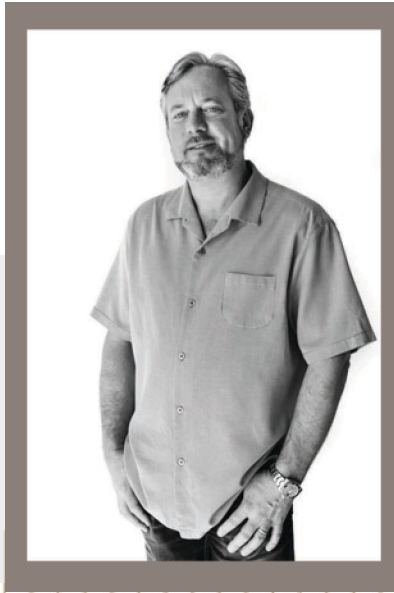
# Founders



DAN KOSTA

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Founder



MICHAEL BROWNE

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Founder



CHRIS COSTELLO

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Founder

KOSTA BROWNE

# Team KB



NEIL BERNARDI

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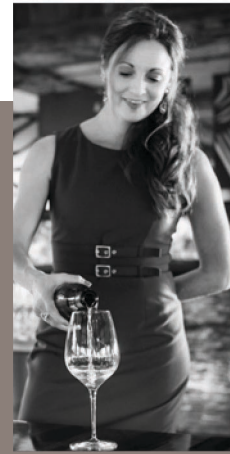
General Manager



JULIEN HOWSEPIAN

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Winemaker



REGINA SANZ

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Senior Estate Director

KOSTA BROWNE

# History



1997  
Dan and Michael met while working at a popular Sonoma restaurant

1998  
First 24 cases of Pinot Noir were produced

2003-2008  
Gained in notoriety and top lists



2001  
Chris Costello joined as a third partner

2011  
Awarded 2009 Wine Spectator Wine of the Year



**1** **Kosta Browne**  
Pinot Noir Sonoma Coast 2009  
95 points / \$52  
5,818 cases made  
Sonoma County, California

Central to the story of Pinot Noir's steady rise in California has been the improbable ascent of a small Sonoma winery, started more than a decade ago by two waiters who pooled their tips so they could make wine.

2009  
Set goal to become global benchmark for CA Pinot Noir and Chardonnay

2013  
Moved to a new home in the Barlow and acquired Kiefer Ranch



2012  
Julien Howsepian joined production team

# History



- 2016  
Single Vineyard  
fermentation room  
completed



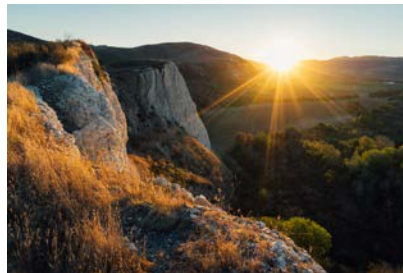
- 2017  
Twenty year  
celebration



- 2018  
Duckhorn Portfolio  
acquired KB.



- Expanded  
into Sta. Rita Hills



- Acquired  
Cerise Vineyard,  
Anderson Valley

- Launched  
private tasting  
experience,  
The Gallery



- 2019  
Julien  
Howsepian  
named head  
winemaker

# 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.



## About Our Winemaker (cont'd)

“

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


—J.H.

Building on the accomplishments of former Co-founders Dan Kosta and Michael Browne, Julien Howsepian leads Kosta Browne’s winemaking, overseeing an acclaimed program that features almost 40 of California’s greatest vineyards.

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.

Prior to joining Kosta Browne, Julien gained invaluable hands-on experience at several venerable California estates and in New Zealand’s acclaimed Hawkes Bay region. “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.”

# BRAND ARCHITECTURE



- Mission
- Portfolio Overview
- Taste Profile
- Offer Calendar
- Pricing

# Mission

Establish ourselves as winegrowers with reverence for distinct vineyards and an obsession for crafting wines with a sense of place. Become the global benchmark for California Pinot Noir and Chardonnay through innovation, relentless focus on our team, customers, and quality.



# Portfolio Overview



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

*Note: **bold wines** available for distribution*

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# Taste Profile



## Series

**A** APPELLATION (CH)

**A** APPELLATION (PN)

**E** ESTATE

**G** GROWER

LIGHT



FULL

ONE SIXTEEN (A)

STA RITA HILLS (A)

RUSSIAN RIVER VALLEY (A)

SONOMA COAST (A)

SPRING OFFER

LIGHT



FULL

CERISE (E)

KEEPER RANCH (G)

GAP'S CROWN (G)

FALL OFFER

# Wholesale Offering Calendar

## SPRING

### January

- Wholesale Allocation & Goals Determined

### February/March\*

- Wholesale Allocation Opens/Letters Sent
- 90 days to submit PO's

### March/April\*

- Wholesale orders begin to ship/fulfill
  - Invoiced at time of shipment

### April/May\*

- Wholesale follow-up communication to dormant/no response
- 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.

\*Exact dates TBD

## FALL

### June/July/August

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

### September

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

### October

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

### November/December

- Wholesale Wish Grant closes and Allocation period ends.

# Pricing

WINE	BOTTLE	PK	SRP	WINE LIST	RELEASE SCHEDULE
One-Sixteen Chardonnay	750*	6	\$85	\$140-180	Spring
Russian River Valley Pinot Noir	750*	6	\$115	\$150-199	Spring
Sonoma Coast Pinot Noir	750*	6	\$115	\$150-199	Spring
Sta. Rita Hills Pinot Noir	750	6	\$115	\$150-199	Spring
Keefer Ranch Pinot Noir	750	6	\$165	\$240-299	Fall
Gap's Crown Vineyard Pinot Noir	750	6	\$165	\$240-299	Fall
Cerise Vineyard Pinot Noir	750	6	\$175	\$260-320	Fall

\*Also available in 375ML

Channel Mix Target: 90% On-Premise, 10% Off-Premise

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# APPELLATION SERIES



One-Sixteen Chardonnay  
Sta. Rita Hills  
Russian River Valley  
Sonoma Coast



# Portfolio



## APPELLATION SERIES

The Appellation blends are a result of our quest for the best Pinot Noir and Chardonnay grapes in California. Spanning from the Russian River, and the Sonoma Coast to Sta. Rita Hills, these wines are inspired by a desire to capture the essence of each growing region, by blending individual vineyards and blocks that are most expressive of their AVA.

# Appellation Series

## 2019 ONE-SIXTEEN CHARDONNAY

### Winemaker Notes

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 vines a break from daytime temperatures.

The famous Chardonnay vineyards we work with for this wine are from the coolest parts of the Russian River Valley. Here, the fruit is allowed to mature gracefully on the vine, which we find offers us more intensely focused flavors and generous natural acidity.

### Vineyards

Ritchie, El Diablo, Bootlegger's Hill, Heintz, Flora Marie, Winner's Circle, Keefer Ranch, Zio Tony

### Fermentation

78% barrel / 22% foudre

### Age

27% new French oak for 14 months / 22% wood cask for 12 months / 14% new Austrian oak for 14 months  
Prior to bottling: 47% stainless steel for 4 months

Alcohol 13.5%      pH 3.32      TA 6.2g/L



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# Appellation Series

2019 STA. RITA HILLS  
PINOT NOIR

## Winemaker Notes

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.

The 2019 season was windy, with heavy fog that didn't break for roughly two weeks, which aided in optimal phenolic development of the grapes. As captivating as it is delicious, this wine has a robust and dynamic cool-factor, with intense fruit and spice notes continuing throughout the palate, building to a complex and polished finish.

## Vineyards

Bentrock, Radian, John Sebastiano, Hilliard Bruce, Rita's Crown, and Mt. Carmel.

## Fermentation

100% stainless steel

## Age

44% new French oak for 13 months

Alcohol 14.5%   pH 3.67   TA 5.9g/L



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# Appellation Series

## 2019 RUSSIAN RIVER VALLEY PINOT NOIR

### Winemaker Notes

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.

We have been fortunate to work with 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.

### Vineyards

Bootlegger's Hill, Giusti Ranch, Keefer Ranch, Silver Eagle, Treehouse, Klopp-Laguna, Moonshine, Winner's Circle, and Zio Tony.

### Fermentation

86% stainless steel / 14% wood

### Age

45% new French oak for 16 months / 10% wood cask for 12 months / 4% new Austrian oak for 14 months / 1% concrete for 12 months

Alcohol 14.1% pH 3.69 TA 5.58g/L



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# Appellation Series

2019 SONOMA COAST  
PINOT NOIR

## Winemaker Notes

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, a direct result of being located on two tectonic plates.

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 with enticing aromas of ripe blue fruit, layered acidity and a powerful finish.

## Vineyards

Sundawg Ridge, Winner's Circle, Marshall, Jenkins, Gap's Crown, and Kanzler.

## Fermentation

98% stainless steel / 2% wood

## Age

40% new French oak for 16 months / 10% wood cask for 12 months / 6% new Austrian oak for 14 months

Alcohol 14.1%   pH 3.66   TA 5.8g/L



KOSTA BROWNE

SINGLE VINEYARD  
SERIES  
*(Grower & Estate)*



Keeper Ranch  
Gap's Crown Vineyard  
Cerise Vineyard

# Portfolio

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## SINGLE VINEYARD GROWER SERIES & ESTATE SERIES

### Grower Series:

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

### Estate Series:

*The Single Vineyard Estate Series was born of our journey to find world-class Pinot Noir sites in California and our commitment to sustainable farming and vineyard management practices. In 2016, this journey brought us to the Anderson Valley, wherein we were fortunate to purchase the acclaimed Cerise Vineyard.*

# Vineyard 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

## Estate Series

### 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 & Single Vineyard Grower Series

2018 KEEFER RANCH  
PINOT NOIR

## Winemaker Notes

Keefer Ranch vineyard lies within Green Valley, in the southwestern corner of the Russian River Valley. Rolling hills harbor some of the coolest conditions within the site - fog, breezes and fresh nights help vines balance their ripening with warm afternoon sunshine.

A heralded property, Keefer has been in the Kosta Browne family since 2005 and we are drawn to the terrific natural acidity and elegance in the grapes we farm from this vineyard.

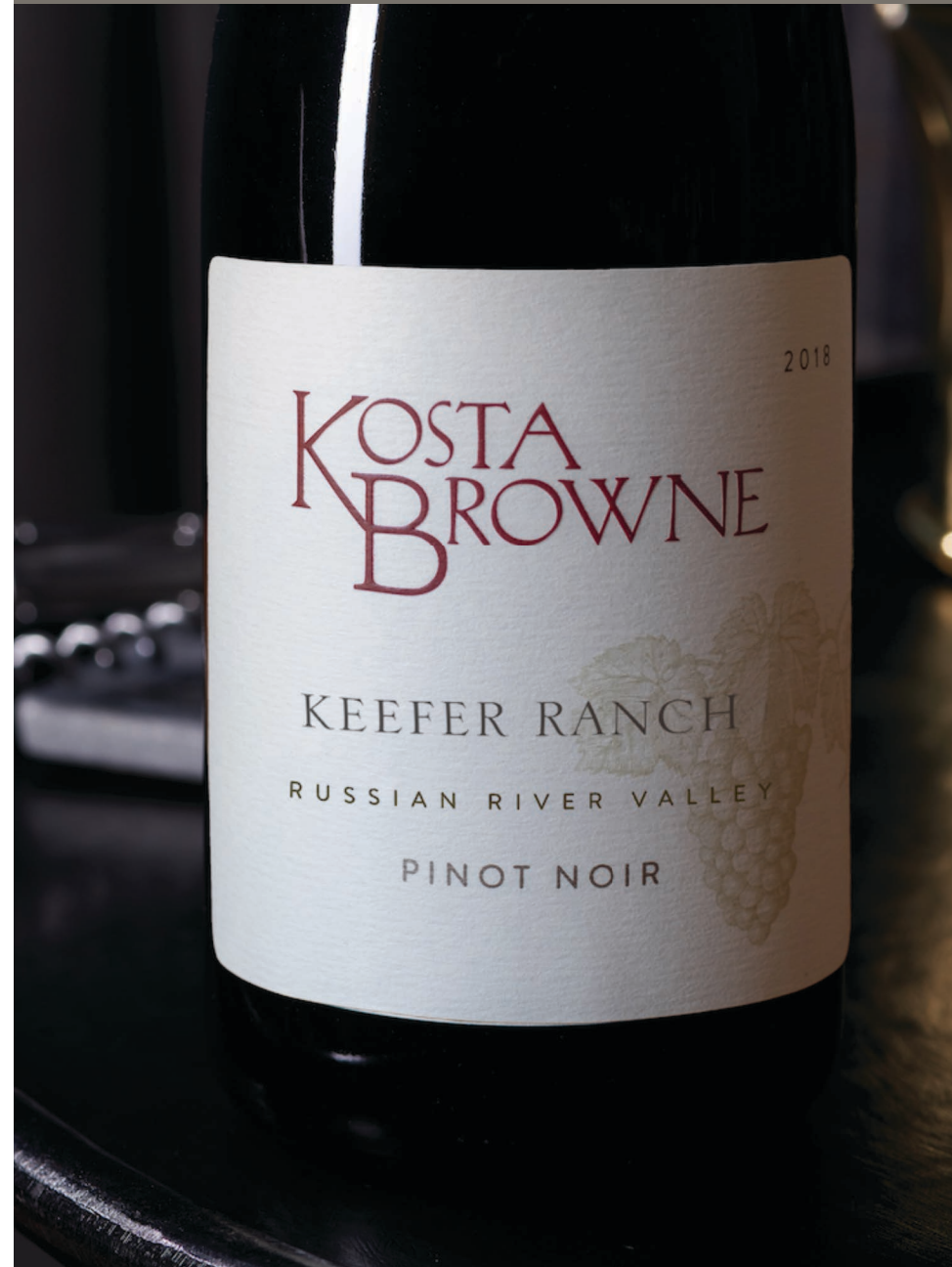
## Fermentation

50% stainless steel / 25% concrete / 25% wood  
4% whole cluster

## Age

52% new French oak for 17 months / 38% stainless tank for 4 months / Finished in 54% wood tank for 4 months

Alcohol 14.3%   pH 3.62   TA 5.49g/L



# Estate & Single Vineyard Grower Series

2018 GAP'S CROWN VINEYARD  
PINOT NOIR

## Winemaker Notes

Gap's Crown Vineyard was developed specially with Pinot Noir in mind. Bold sweeping elevation changes and clonal selections define this exemplary property which is farmed to exacting standards.

Steep hillsides and a variety of clones add diversity to this vineyard whose aspects were carefully planted to encourage even optimal fruit ripening. This wine is layered. Notes of blueberry, raspberry and hibiscus complement the bold structure and generous mouthfeel.

## Fermentation

86% stainless steel / 14% concrete / 10% whole cluster

## Age

43% new French oak for 16 months / 15% concrete for 3 months

Alcohol 14.4%   pH 3.60   TA 5.71g/L



# Estate & Single Vineyard Grower Series

2017 CERISE VINEYARD  
PINOT NOIR

## Winemaker Notes

Anderson Valley has had a history of producing top-ranking wines. The Pinot Noir blocks sit on the eastern side of the valley, facing west, 16 miles from the coast. The terrain is unrelenting, with slopes as steep as 30% ranging from 700 ft to 1,700 ft elevation. There is not a single block on flat ground.

As the years progress, we will continue to pursue wines that speak of their sense of place and invite you to join us on this exciting journey.

## Fermentation

45% wood, 40% concrete, 8% whole cluster, 7% stainless steel

## Age

Barrel aged 19 months in 47% new French oak

Alcohol 13.4% pH 3.80 TA 5.60g/L



SPECIAL LIMITED  
RELEASE



Bootlegger's Hill  
Treehouse Vineyard

# Special Limited Release

2017 BOOTLEGGERS HILL  
PINOT NOIR

## Winemaker Notes

Surrounded by redwoods and firs, the cool climate and well-drained Goldridge soils of this revered Russian River Valley site keep crops small, adding intensity, elegance, and enticing flavors to our Pinot Noir.

Bountiful options of rootstock and various pruning methods within the vineyard make for a beautifully layered and dynamic Pinot Noir. From its spherical structure on the palate to flavors of pristine berry, there is an effortless harmony to this wine.

## Fermentation

49% stainless steel / 18% concrete, & 10% wood  
10% whole cluster

## Age

31% new French oak & 3% new Austrian oak for 16 months  
19% wood tank / 20% concrete for 10 months

Alcohol 13.8 %   pH 3.64   TA 5.57g/L



# Special Limited Release

2017 TREEHOUSE VINEYARD  
PINOT NOIR

## Winemaker Notes

Eight miles from the Pacific Ocean, at an elevation just above the coastal fog, our 14-acre Treehouse Vineyard is set in the heartland of the Russian River Valley.

In 2017, Treehouse Vineyard produced a sensational Pinot Noir with alluring aromas of black plum, ripe, wild raspberry and baking spices. Seductive flavors of fresh blueberry and black cherry bloom upon the palate, revealing delicate notes of French oak and spice which frame a complex, lingering finish.

## Fermentation

39% stainless steel, 25% concrete to preserve delicate flavors & 13% wood

## Age

Aged 45% new French oak & 7% new Austrian oak for 22 months

Alcohol 14.1%   pH 3.50   TA 5.70g/L



# RESOURCES



Naming Standards  
Market Support  
FAQ's

# Naming Standards Guidelines

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## Kosta Browne Approved - Spring Releases

- 2019 Kosta Browne One Sixteen Russian River Chardonnay
- 2019 Kosta Browne Sta. Rita Hills Pinot Noir
- 2019 Kosta Browne Russian River Valley Pinot Noir
- 2019 Kosta Browne Sonoma Coast Pinot Noir

## Examples of *Incorrect Listings*

- 2019 Kosta Browne Sta. Rita Hills Pinot Noir by Duckhorn
- 2019 KB Russian River Valley Pinot Noir



# Market Support & Brand Activations

FOCUS ON MEMBER ENGAGEMENT & BRAND HALO

## Marquis Events & Partnerships

- Chef Series: Winemaker Julien Howsepien partners his craft with Michelin-Star Chefs

## Major Market Activations

- Pebble Beach, Aspen, Nantucket, TexSomm, LA Food & Wine, NY Wine Experience, Miami South Beach



# Key Messaging & FAQs

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1 Founded in 1997, Kosta Browne is recognized as one of the wine industry's great success stories, making some of the New World's most sought-after Pinot Noirs and Chardonnays, through our storied allocation model.

2 Located in Sebastopol, Sonoma County, Kosta Browne makes appellation and single-vineyard Pinot Noirs and Chardonnays from the most coveted cool-climate vineyards across the Russian River Valley, Sonoma Coast, Anderson Valley, Sta. Rita Hills and Santa Lucia Highlands appellations.

3 Through our commitment to quality, stewardship of the land, and member relationships, Kosta Browne has reshaped the landscape of luxury Pinot Noir, with inspiring wines that transcend their origins and represent California on a global stage.

Questions?





KOSTA  
BROWNIE  
2009  
PISONI VINEYARD  
SANTA LUCIA HIGHLANDS  
PINOT NOIR  
ALCOHOL 14.5% BY VOLUME

KB