



KOSTA BROWNE



KOSTA BROWNE



Differentiation
Appeal
Founders
Team
History

Differentiation & Appeal



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

Founder



MICHAEL BROWNE

Founder



CHRIS COSTELLO

Founder

KOSTA BROWNE

Team KB



NEIL BERNARDI

General Manager



JULIEN HOWSEPIAN

Winemaker



REGINA SANZ

Director
Brand Engagement

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 Keefer
Ranch



2012
Julien Howsepian
joined production
team

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History

2016
Single Vineyard
fermentation room
completed



2017
Twenty year
celebration



2018
Duckhorn Portfolio
acquired KB.



Launched
private tasting
experience,
The Gallery

Expanded
into Sta. Rita Hills



Acquired
Cerise Vineyard,
Anderson Valley



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



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	Anderson Valley, Pinot Noir	750 ML
	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	750 ML
	Garys' Vineyard, Santa Lucia Highlands, Pinot Noir	750 ML
Estate Series	Pisoni Vineyard, Santa Lucia Highlands, Pinot Noir	750 ML
	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
Observations Series	Bootlegger's Hill, Russian River Valley, Pinot Noir	750 ML
	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*

KOSTA BROWNE

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)

KEEFER RANCH (G)

GAP'S CROWN (G)

FALL OFFER

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Wholesale Offering Calendar

SPRING

January

- Wholesale Allocation & Goals Determined

February*

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

March*

- 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

2018 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 that 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

Charles Ranch, El Diablo, Heintz, Keefer Ranch, Laguna Valdez, Ritchie, Rued, Zio Tony.

Fermentation

18% Foudre / 3% Concrete tank / 79% Oak

Age

34% New French Oak for 15 months / 30% stainless steel tank for 4 months / 18% aged in Foudre for 9 months / 1% Concrete tank for 15 months / 2% Concrete egg for 14 months

Alcohol 13.8% PH 3.3 TA 7.04g/L



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Appellation Series

2018 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.

Sta. Rita Hill's 2018 growing season was long and provided ripe stems which allowed us to incorporate more whole cluster within our smaller lots. This technique provided structure and depth to the vibrant fruit profile. This wine is focused, with bright strawberry and cherry notes and a subtle tension on the palate.

Vineyards

John Sebastiano Vineyard, Bentrack, Radian, Francesca, Hilliard Bruce, and Mt.Carmel

Fermentation

1.5-ton open top tanks / 5-8 ton open top stainless steel tanks / 14% whole cluster

Age

37% New French Oak for 15 months

Alcohol 13.5% PH 3.67 TA 5.66g/L



KOSTA BROWNE

Appellation Series

2018 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've 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. There is a recognizably full mouthfeel and texture to this wine that showcases the bramble and black cherry notes, woven together in a long and complex finish.

Vineyards

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

Fermentation

81% stainless steel open tops / 14% concrete open tops /
5% wood open tops / 3% whole cluster

Age

49% New French Oak for 17 months

Alcohol 14.3% PH 3.65 TA 5.31g/L



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Appellation Series

2018 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.

Vineyards

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

Fermentation

84% Stainless Steel open tops / 8% Concrete open tops / 8% Wood open tops / 4% Whole Cluster

Age

40% new French oak for 17 months / 6% concrete tank for 10 months / 15% wood tank for 10 months

Alcohol 14.2% PH 3.52 TA 5.00g/L



KOSTA BROWNE

SINGLE VINEYARD SERIES

(Grower & Estate)



Cerise Vineyard
Keefer Ranch
Gap's Crown Vineyard

Portfolio



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

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

Estate Series

2016 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

55% stainless steel tank / 27% concrete tank / 18% wood tank / 10% whole cluster / 3–5 day cold soak / 9–15 day fermentation

Age

55% new French oak / 3% new Austrian oak / aged 15 months

Alcohol 13.5% PH 3.58 TA 5.80g/L



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Single Vineyard Grower Series

2017 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

63% stainless steel tank / 22% concrete tank / 15% wood tank / 2% whole cluster / 3–5 day cold soak / 9–15 day fermentation

Age

46% new French oak / aged 16 months

Alcohol 14.1% PH 3.48 TA 7.10g/L



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Single Vineyard Grower Series

2017 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

83% stainless steel tank / 10% concrete / 20% aged in wood vessels for 15 months / 15% whole cluster / 3–5 day cold soak / 9–15 day ferment

Age

40% new French oak / aged 15 months

Alcohol 14.2% PH 3.50 TA 5.50g/L



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RESOURCES



Naming Standards
Market Support
FAQ's

Naming Standards Guidelines

Kosta Browne Approved - Spring Releases

- 2017 Kosta Browne One Sixteen Russian River Chardonnay
- 2017 Kosta Browne Sta. Rita Hills Pinot Noir
- 2017 Kosta Browne Russian River Valley Pinot Noir
- 2017 Kosta Browne Sonoma Coast Pinot Noir

Examples of *Incorrect Listings*

- 2017 Kosta Browne Sta. Rita Hills Pinot Noir by Duckhorn
- 2017 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



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?





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