



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

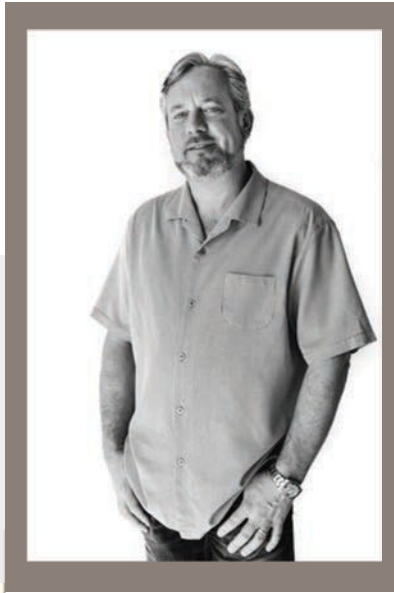
# Founders



DAN KOSTA

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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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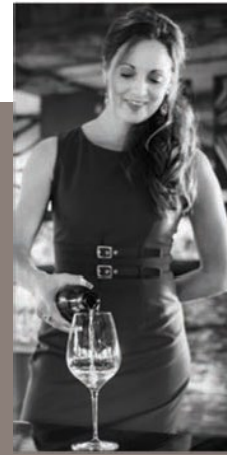
General Manager



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 winemakers 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



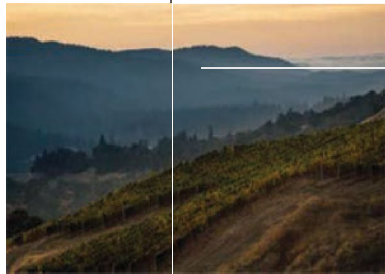
2017  
Twenty year  
celebration



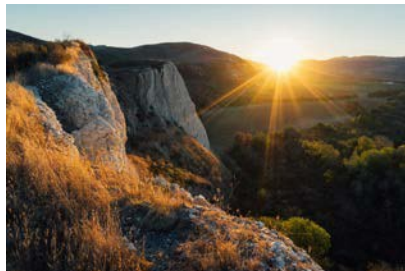
2018  
Duckhorn Portfolio  
acquired KB.



2022  
Twenty-Five year  
celebration



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 quarter-century 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 twenty-five years, 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
	Anderson Valley, 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
	Gap's Crown Vineyard, Sonoma Coast, Pinot Noir	750 ML
	Kanzler Vineyard, Sonoma Coast, Pinot Noir Thorn	750 ML
	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 Pisoni	750 ML
	Vineyard, Santa Lucia Highlands, Pinot Noir	750 ML
	Mt. Carmel, Sta. Rita Hills, Pinot Noir	750 ML
	Rita's Crown, Sta. Rita Hills, Pinot Noir 4-	750 ML
	Barrel, California, Pinot Noir	750 ML
Estate Series	Cerise Vineyard, Anderson Valley, Chardonnay Cerise	750 ML
	Vineyard, Anderson Valley, Pinot Noir Bootlegger's Hill,	750 ML
	Russian River Valley, Chardonnay Bootlegger's Hill,	750 ML
	Russian River Valley, Pinot Noir	750 ML
	Treehouse Vineyard, Russian River Valley, Pinot Noir	750 ML
Observations Series	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

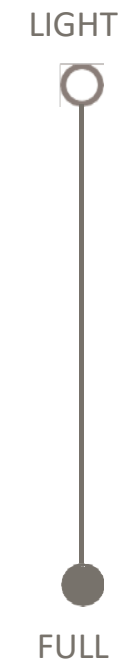


## Series

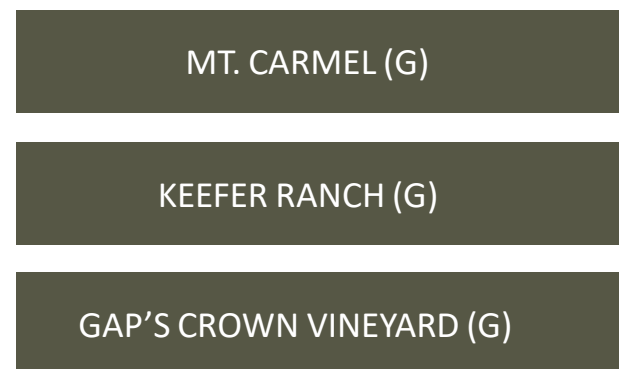
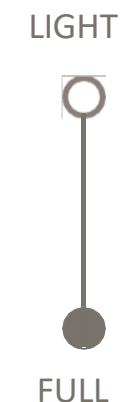
**A** APPELLATION (CH)

**A** APPELLATION (PN)

**G** GROWER (PN)



SPRING  
OFFE  
R



FALL  
OFFE  
R



# 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

- Distributer 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	SRP RANGE	WINE LIST	RELEASE SCHEDULE
One-Sixteen Chardonnay	750*	6	\$85	\$85 - \$95	\$150 - \$170	Spring
Sta. Rita Hills Pinot Noir	750	6	\$115	\$100 - \$125	\$170 - \$199	Spring
Anderson Valley Pinot Noir	750	6	\$115	\$100 - \$125	\$170 - \$199	Spring
Russian River Valley Pinot Noir	750*	6	\$115	\$100 - \$125	\$170 - \$199	Spring
Sonoma Coast Pinot Noir	750*	6	\$115	\$100 - \$125	\$170 - \$199	Spring
Mt. Carmel Pinot Noir	750	6	\$165	\$150 - \$180	\$250 - \$299	Fall
Keefer Ranch Pinot Noir	750	6	\$165	\$150 - \$180	\$250 - \$299	Fall
Gap’s Crown Vineyard Pinot Noir	750	6	\$165	\$150 - \$180	\$250 - \$299	Fall

\*Also available in 375ML

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

# APPELLATION SERIES



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

# Portfolio



## APPELLATION      SERIES

The Appellation blends are a result of our quest for the best Pinot Noir and Chardonnay grapes in California. Spanning from Anderson Valley, Russian River Valley, 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

2020 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

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

## Fermentation

73% barrel, 27% foudre

## Élevage

21% new French oak for 14 months, 28% wood cask for 8 months, 7% new Austrian oak for 14 months, prior to bottling  
100% stainless steel for 4 months

Alcohol 13.5%    pH 3.25    TA 6.25g/L





# Appellation Series

2020 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 Sta. Rita Hills harvest began two weeks earlier due to several heat spikes throughout the summer and extended an additional five weeks due to slow ripening conditions, which led to high quality and character development of the grapes. This fascinatingly layered wine is delightfully unique.

## Vineyards

Drum Canyon, Sanford & Benedict, Our Lady of Guadalupe (formerly Bloodlines), Bentrack, Radian, Francesca, Hilliard Bruce, Rita's Crown, Mt. Carmel

## Fermentation

62% stainless steel, 20% concrete, 18% wood, 3% whole cluster

## Élevage

47% new French oak for 15 months, 6% new Austrian oak for 15 months, 4% wood cask for 14 months

Alcohol 14.1%    pH 3.64    TA 5.8g/L



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# Appellation Series

2020 ANDERSON VALLEY  
PINOT NOIR

## Winemaker Notes

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, and we are thrilled to release the third vintage of this Appellation Series blend. We sourced from a variety of vineyards within the appellation, creating an extensive representation of an Anderson Valley blend.

To capture the rustic beauty of this region and retain freshness, the wine was fermented predominantly in stainless steel, further creating a striking Pinot Noir. Intense aromas of black cherry, cranberry, and blueberry are enhanced by the expansively layered palate and uplifting acidity. A signature Kosta Browne Pinot Noir.

## Vineyards

Cerise, Ferrington, Gowan Creek, Confluence, The Narrows

## Fermentation

78% stainless steel, 17% concrete, 5% wood

## Élevage

38% new French oak for 15 months, 30% wood cask for 14 months

Alcohol 13.5%    pH 3.69    TA 5.6g/L



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# Appellation Series

2020 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, Sundawg, Moonshine, Winner's Circle, Zio Tony

## Fermentation

74% stainless steel, 14% wood, 12% concrete, 6% whole cluster

## Élevage

32% new French oak for 15 months, 12% wood cask for 14 months

Alcohol 14.1%    pH 3.57    TA 5.84g/L





# Appellation Series

2020 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

Gap's Crown, Treehouse, Bootlegger's Hill, Keefer Ranch, Giusti Ranch, Zio Tony, Moonshine

## Fermentation

61% stainless steel, 21% concrete, 18% wood, 2% whole cluster

## Élevage

34% new French oak for 15 months, 12% wood cask for 14 months

Alcohol 14.1%    pH 3.57    TA 5.75g/L



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# SINGLE VINEYARD GROWER SERIES



Mt. Carmel Pinot Noir  
Keefer Ranch Pinot Noir  
Gap's Crown Vineyard Pinot Noir



# Portfolio



## SINGLE VINEYARD GROWER SERIES

From the renowned Gap's Crown Vineyard on the Sonoma Coast to Keefer Ranch in Russian River Valley and the windswept vines of Mt. Carmel in Sta. Rita Hills, 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.

# Vineyard Profile



## Single Vineyard Grower Series

### MT. CARMEL



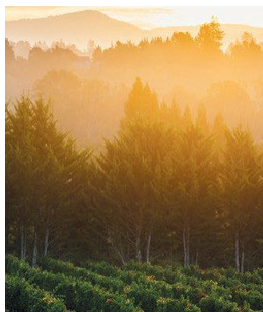
#### About

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. Primarily dry-farmed, Mt. Carmel is extremely cool and windy. This, combined with exceptional Botella clay and Diatomaceous earth soils, produces a wine that is as intricate and dynamic as it is alluring.

#### Technical Details

SERIES: Single Vineyard Grower Series  
APPELLATION: Sta. Rita Hills CLONES: 2A, 5A, Pommard, Swan, 828 ORIENTATION: North/East TRELLISING: VSP  
SOIL: Botella clay, Diatomaceous earth, sandy loam  
ACREAGE: 24 acres planted to Pinot Noir and Chardonnay

### 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  
ORIENTATION: North/South  
TRELLISING: VSP  
SOIL: Goldridge and Josephine 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: Loam and clay  
ACREAGE: 144 acres planted; only the best 37 acres go to Kosta Browne

# Single Vineyard Grower Series

2019 MT. CARMEL  
PINOT NOIR

## Winemaker Notes

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. Primarily dry-farmed, Mt. Carmel is extremely cool and windy.

This, combined with exceptional Botella clay and Diatomaceous earth soils produces a wine that is as intricate and dynamic as it is alluring. With expressive and complex fruit, earthy aromatics, and profound bramble notes, it is positively vibrant. The harmonious palate highlights the grand energy and depth, embodying the character of Sta. Rita Hills. This wine is unapologetically delicious.

## Fermentation

100% stainless steel, 16% whole cluster

## Élevage

52% new French oak for 15 months, 8% new Austrian oak for 16 months, prior to bottling 100% in wood cask for 3 months

Alcohol 14.1%    pH 3.56    TA 5.90g/L



# Single Vineyard Grower Series

2019 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. The wine is expressive of Russian River Valley, with black cherry, blackberry, and fresh raspberry. Subdued elements of vanilla and black licorice waft from the glass while it's flirtatious elegance and smooth tannins delight.

## Fermentation

77% stainless steel, 23% wood ferment

## Élevage

50% new French oak for 16 months

Alcohol 14.1%    pH 3.76    TA 5.22g/L





# Single Vineyard Grower Series

2019 GAP'S CROWN VINEYARD  
PINOT NOIR

## Winemaker Notes

Gap's Crown Vineyard was developed 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. From its pleasing tension to its generous flavors of blueberry, baking spices, and crème fraîche, this is a classic Sonoma Coast Pinot Noir with playful acidity and fresh, balanced richness.

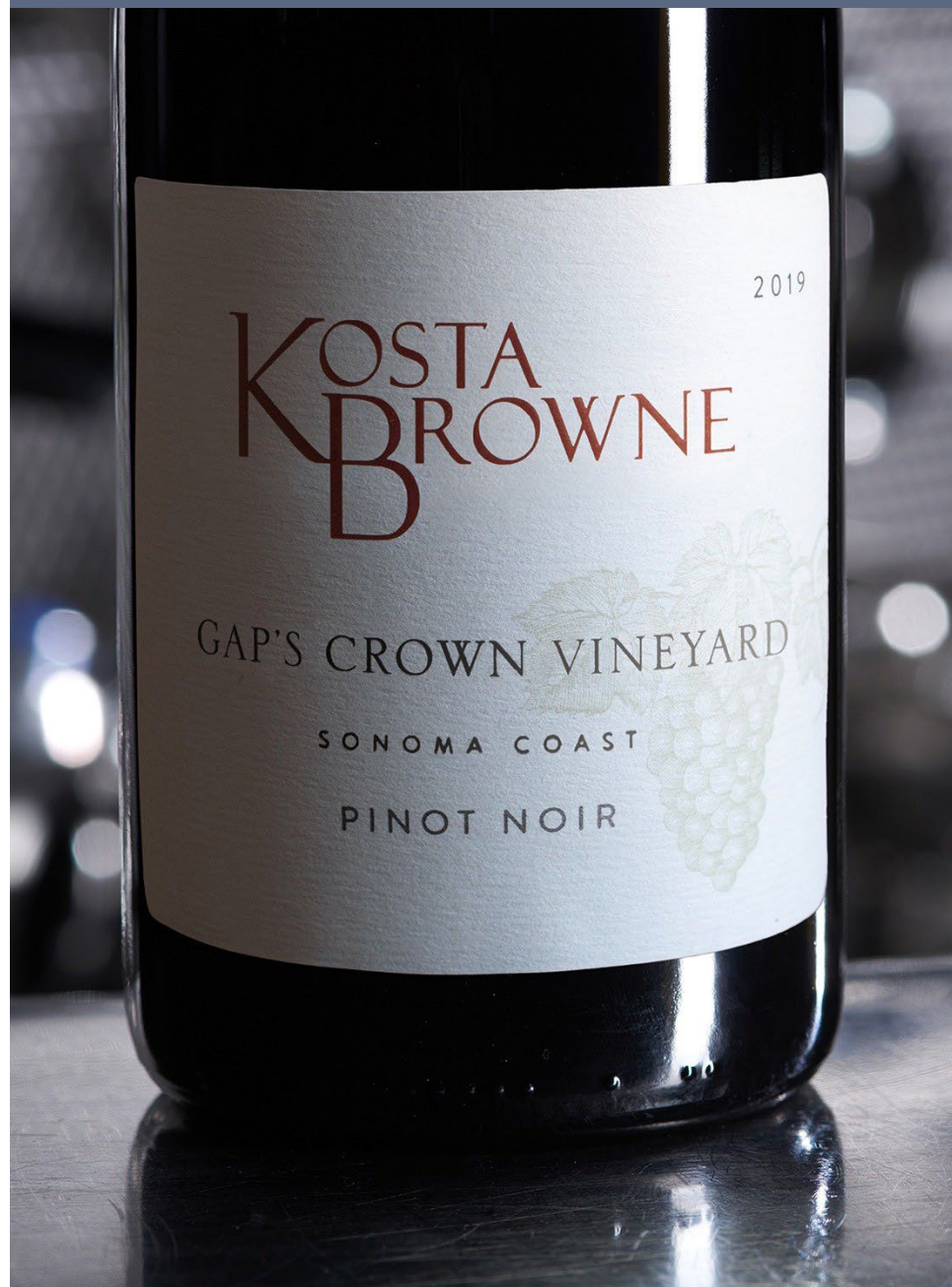
## Fermentation

87% stainless steel, 13% wood ferment, 14% whole cluster

## Élevage

43% new French oak for 15 months, 4% new Austrian oak for 15 months, prior to bottling 7% aged in wood cask for 12 months

Alcohol 14.1%    pH 3.62    TA 5.75g/L





# RESOURCES



Naming Standards  
Market Support  
FAQs

# Naming Standards Guidelines



## Kosta Browne Approved - Spring Releases

- 2020 Kosta Browne One-Sixteen Russian River Chardonnay
- 2020 Kosta Browne Sta. Rita Hills Pinot Noir
- 2020 Kosta Browne Anderson Valley Pinot Noir
- 2020 Kosta Browne Russian River Valley Pinot Noir
- 2020 Kosta Browne Sonoma Coast Pinot Noir

## Examples of *Incorrect Listings*

- 2020 Kosta Browne Sta. Rita Hills Pinot Noir by Duckhorn
- 2020 KB Russian River Valley Pinot Noir

# Market Support & Brand Activations

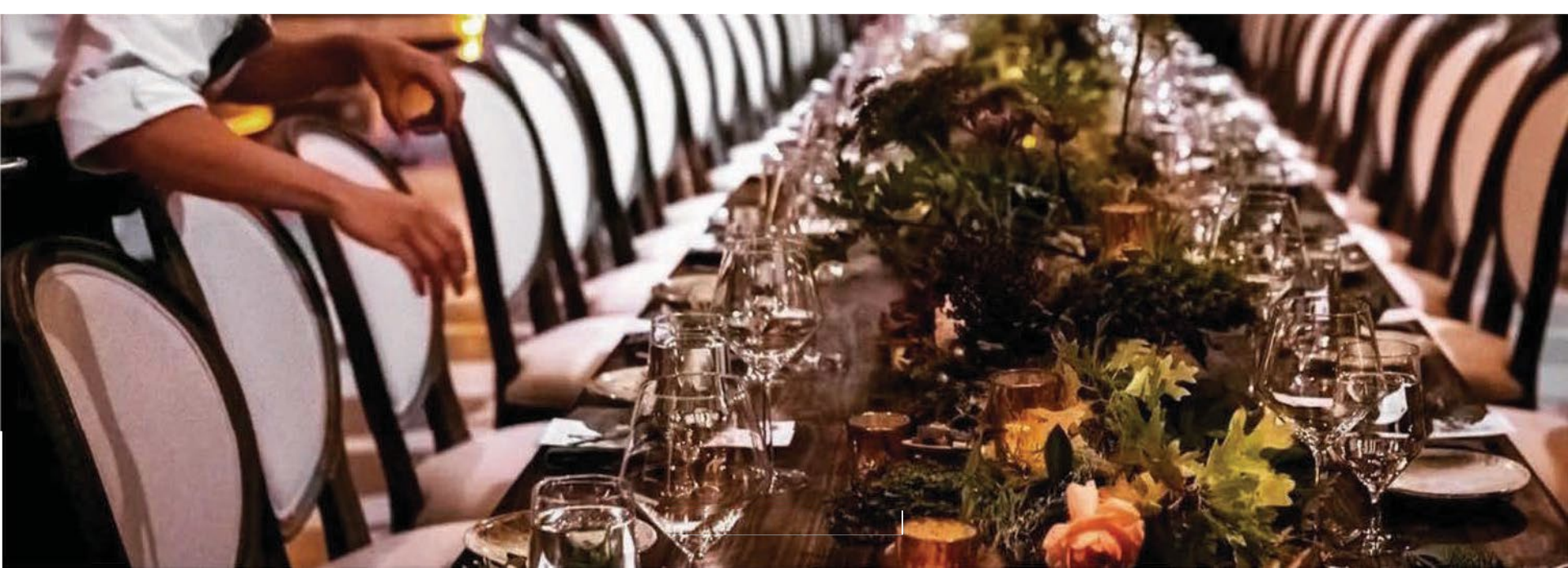
FOCUS ON MEMBER ENGAGEMENT & BRAND HALO

## **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?





KB