

KOSTA BROWNE

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

GOAL Become a global benchmark for California Pinot Noir and Chardonnay.
With every bottle, Kosta Browne wants to tell the story of California’s most sought-after wines.

OBJECTIVES

1. Bolster in-market relationships to drive member sign-ups
2. Create brand advocates within strategic accounts
3. Ensure appropriate placements and brand representation

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	Appellation Wines	SRP	Single Vineyard Wines	SRP
	One-Sixteen Chardonnay	\$85	Cerise Vineyard Pinot Noir	\$175
	Sta. Rita Hills Pinot Noir	\$115	Keefer Ranch Pinot Noir	\$165
	Russian River Valley Pinot Noir	\$115	Gap’s Crown Vineyard Pinot Noir	\$165
	Sonoma Coast Pinot Noir	\$115		

FOCUS VARIETALS Pinot Noir, Chardonnay

ESTATE ACRES 170 vine acres in Russian River Valley, Sonoma Coast and Anderson Valley

COMPETITIVE SET Aubert, Marcassin, Cobb, Failla, Littorai, Kistler, Rivers Marie, Rochioli, Rhys, Williams Selyem, Du Mol, Sea Smoke, Peter Michael

CHANNEL STRATEGY 90% On-Premise, 10% Off-Premise

ON-PREMISE STANDARDS

Acceptable Example:
2017 Kosta Browne Russian River Valley Pinot Noir

Unacceptable Example:
2017 KB Russian River Valley Pinot Noir
2017 Kosta Browne Russian River Valley Pinot Noir by Duckhorn

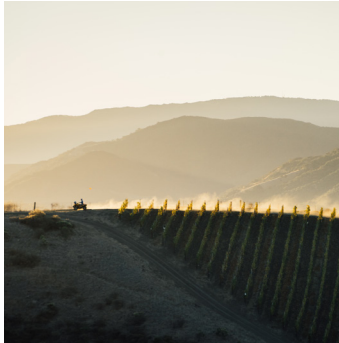
MERCHANDISING TOOLS Trade assets, including tech sheets, label images and up to date accolades are available at DuckhornPortfolio.com or contact your Duckhorn Portfolio Sales Manager for point-of-sale materials.



2018 ONE-SIXTEEN CHARDONNAY

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.

VINEYARDS	Bootlegger's Hill, Zio Tony, Laguna Valdez, Winner's Circle, Ritchie, Charles Ranch, El Diablo, Rued, Keefer Ranch, Flora Marie
CLONES	Robert Young, Montrachet, Wente, 548, 95, Calera, Batto, Mt. Eden, Hyde, 4, Rued
FERMENTATION	100% barrel fermented, 4% foudre
COOPERAGE	39% new French oak for 14 months
TASTING NOTES	Nose: Pure, with bright lemon zest, honeysuckle, cantaloupe and notes of brioche. Mouth: Precise and intentional entry with a lively energetic mid-palate, focused acidity and a round, nimble weight.



2018 STA. RITA HILLS PINOT NOIR

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.

VINEYARDS	Bentrock, Francesca's, Mt. Carmel, Radian, John Sebastiano, Hilliard Bruce
CLONES	Pommard, Swan, 667, 115, 2A, 91, Mt. Eden, 777, 828
FERMENTATION	63% stainless steel open tops, 17% concrete, 4% wood open tops, 10% whole cluster
COOPERAGE	17% new French oak for 14 months, 8% wood tank for 4 months, 2% new Austrian oak for 14 months
TASTING NOTES	Nose: Bright fruits highlighted by fresh strawberry, red cherry, and cranberry, accentuated by fresh basil and a hint of pot de crème. Mouth: Focused, linear entry, with a subtle yet excellent tension.



2018 RUSSIAN RIVER VALLEY 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.

VINEYARDS	Winner's Circle, Laguna Valdez, Klopp Laguna, Zio Tony, Jenkins, Silver Eagle, Pratt Sexton, Jenkins, Moonshine, Bootlegger's Hill, Giusti Ranch, Treehouse, Keefer Ranch
CLONES	115, Calera, Swan, 777, Pommard, 828, 37, 667, 23, Elite, 113, 2A
FERMENTATION	72% stainless steel open tops, 7% wood open tops, 2% concrete open tops, 4% whole cluster
COOPERAGE	31% new French oak for 15 months, 5% concrete for 5 months
TASTING NOTES	Nose: Raspberry bramble, black cherry, subtle touch of vanilla. Mouth: Round, spherical entry, balanced with inspiring texture.



2018 SONOMA COAST PINOT NOIR

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.

VINEYARDS	Marshall, Gap's Crown, Thorn Ridge, Kanzler, Balletto Burnside, Balletto Watertrough
CLONES	115, 667, Swan, 114, 777, 828, 23, Pommard
FERMENTATION	77% stainless steel open tops, 12% concrete open tops, 5% wood open tops, 4% foudre, 4% whole cluster
COOPERAGE	35% new French oak for 16 months, 7% concrete tank for 5 months, 1% wood tank for 5 months
TASTING NOTES	Nose: Alluring notes of blackberry, blueberry, and rich raspberry. Mouth: Bold entry, followed by great tension, focus, a malleable structure, and a long finish.