

# MIGRATION<sup>™</sup>

## *history*

Started in 2001, Migration's exploration began in the Anderson Valley after eight vintages of rigorous experimentation to determine optimal Pinot Noir clones, terroir, and winemaking style. The result was the ultimate small-lot cool-climate Pinot Noir boasting balanced flavors, acid, oak and tannins. This refined style lends itself to Pinot Noir and Chardonnay from other renowned cool-climate appellations that highlight lush fruit, bright acidity and balanced oak influence. Migration produced its first Chardonnay in 2008, using fruit from elite vineyard sources in the Russian River Valley. In 2016, Migration transitioned its Pinot Noir and Chardonnay to the Sonoma Coast AVA.

## *winemaker*

Dana Epperson

## *goal*

To be on every wine list featuring small-lot, Burgundian Californian fine wines

## *objectives*

1. Expand Chardonnay PODs by 20% in all markets
2. Adhere to all suggested pricing guidelines
3. Achieve 100% National Account compliance

## *essence*

Balance, Refinement, Innate Purity

## *differentiating proposition*

For consumers looking for the ultimate in refined, artisanal, cool-climate Burgundian varietals, Migration wines are sourced from renowned vineyards in the Sonoma Coast appellation, harvested by hand and barrel fermented in French oak from eight different cooperages.

## *wines & pricing*

Migration Sonoma Coast Chardonnay \$42 SRP, \$65-80 BTB, \$15-19 BTG  
Migration Sonoma Coast Pinot Noir \$42 SRP, \$34.99 Feature, \$65-80 BTB, \$15-20 BTG

## *focus varietals*

Pinot Noir, Chardonnay

## *estate acres*

90 acres dedicated to Migration

## *competitive set*

Pinot Noir: Flowers, Patz & Hall, En Route, Merry Edwards, Siduri  
Chardonnay: Flowers, Patz & Hall, DuMol, Ramey, Rochioli

## *retail standards*

Eye level shelf placement in varietal section next to competitive set  
In cold box next to competitive set

## *on-premise standards*

Acceptable Example:  
2017 Migration Sonoma Coast Pinot Noir (preferred)  
2017 Migration by Duckhorn Sonoma Coast Pinot Noir  
Unacceptable Example:  
2017 Migration Goldeneye Sonoma Coast Pinot Noir

## *merchandising tools*

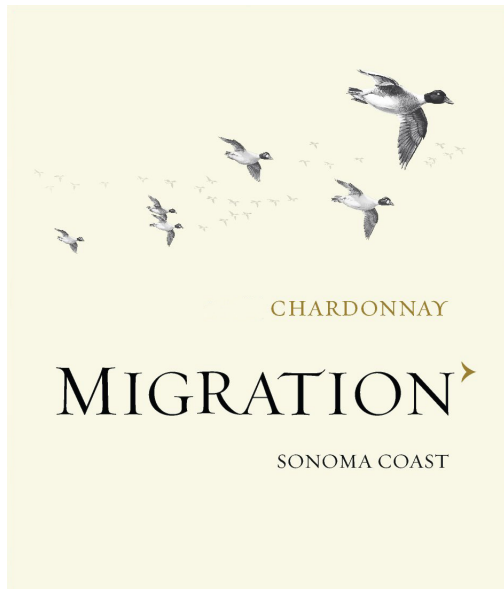
Trade assets, including tech sheets, label images and up to date accolades are available at [DuckhornPortfolio.com](http://DuckhornPortfolio.com) or contact your Duckhorn Portfolio Sales Manager for point-of-sale materials.

DUCKHORN PORTFOLIO



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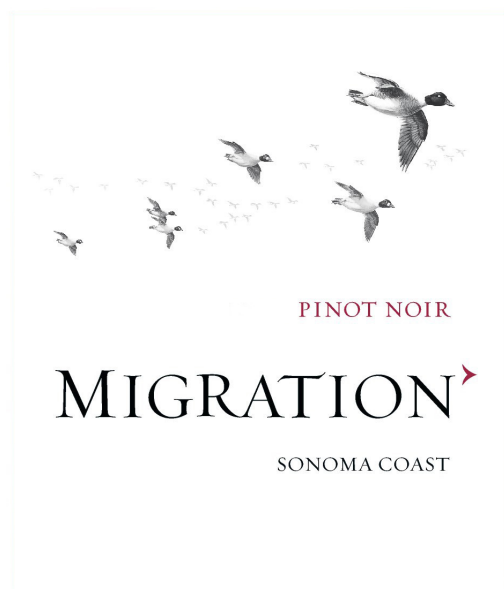
# migration sonoma coast wines



## MIGRATION SONOMA COAST CHARDONNAY

Our flagship Chardonnay is from California's Sonoma Coast, where layers of ocean fog cool the vines that grow in the region's famous Goldridge sandy loam soils. Lush and beautifully balanced, the grapes for this wine are sourced from Dutton Ranch, Heintz Vineyard and our own Running Creek Estate Vineyard. "Working with diverse vineyards sources, and notably some of the best vineyards on the Sonoma Coast, allows us to make more complex and layered wines," says winemaker Dana Epperson. Reflecting this world-class terroir, this vibrant and sophisticated Chardonnay combines white flower aromatic with enticing lemon custard and stone fruit flavors.

92 POINTS  
*Wine Spectator*, v17



## MIGRATION SONOMA COAST PINOT NOIR

Migration has earned acclaim for a refined and compelling style of winemaking that seamlessly balances vibrancy and finesse.

The fruit for our acclaimed Sonoma Coast Pinot Noir comes from an impressive list of vineyards, including our estate vineyard - Running Creek. The clockwork fog and Goldridge sandy loam soils on California's Sonoma Coast have contributed to a Pinot Noir with beautiful, high-tone red fruit flavors of cherry, cranberry and strawberry, and enticing hints of orange-cinnamon spice.

90 POINTS  
*Wine Spectator*, v17

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