

### THE IDEAL APPELLATION FOR COOL-CLIMATE VARIETALS

- **Migrating cooler.** Our focus has always been on cool-climate Burgundian-style varietals. As the eastern reaches of Russian River Valley have been warming, we are transitioning to the Sonoma Coast AVA and its cooler, coastal climate, perfectly suited to Pinot Noir and Chardonnay.
- **Sensational sourcing.** The Sonoma Coast AVA expands our premium Chardonnay and Pinot Noir sourcing opportunities for v16 and beyond.
- **Great neighborhood.** The Sonoma Coast AVA is more geographically identifiable than Russian River Valley and is home to some of the industry's most highly coveted wines.



*“Moving to the Sonoma Coast AVA allows us to keep all of the outstanding fruit sourcing we’ve established in Russian River while expanding into the cooler coastal regions of Sonoma Coast. These vineyards bring elegance and depth to craft wines with the balanced style that defines Migration.”*  
 - Dana Epperson,  
 Migration Winemaker



	2016 Sonoma Coast Pinot Noir	2016 Sonoma Coast Chardonnay
ESTIMATED RELEASE	January 2018	August 2018
COMPETITIVE SET	Flowers, Patz & Hall, En Route, Merry Edwards, Siduri	Flowers, Patz & Hall, DuMol, Ramey, Rochioli
SRP	\$40	\$40

### A BRIEF OVERVIEW OF THE SONOMA COAST AVA

- Cool-climate and ample rainfall are general characteristics of the Sonoma Coast AVA. These factors contribute to slow grape maturation, with optimum ripeness coinciding with the very end of the growing season - ideal conditions for the challenging Pinot Noir variety. <sup>1</sup>
- The western reaches of the Sonoma Coast AVA encompass mountainous terrain that borders the Pacific Ocean, north of San Francisco. The cool-climate and long growing season produce some of the country's best, and most sought after, Chardonnay and Pinot Noir.
- In the south, vines in adobe soils grow to the edge of salt marshes bordering San Pablo Bay. Within the Sonoma Coast AVA lies the wind and fog-influenced Petaluma Gap area, named after a coastal mountain opening that allows winds from the Pacific to breeze through the town of Petaluma and then flow south to the San Pablo Bay. <sup>1</sup>

<sup>1</sup> [appellationamerica.com](http://appellationamerica.com)

