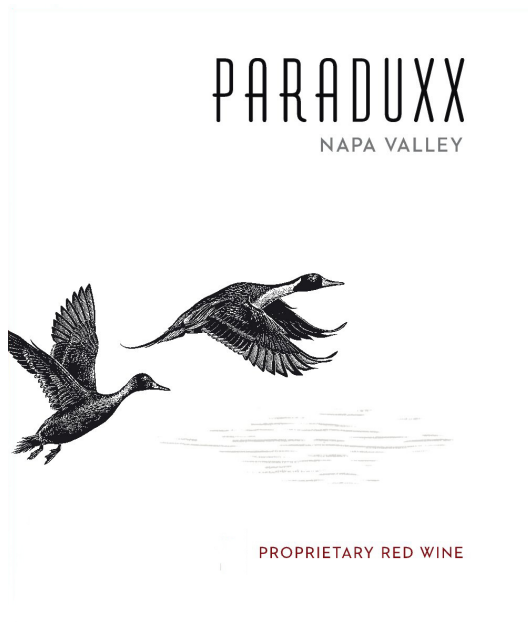


PARADUXX

HISTORY	Pronunciation [pair-uh-duks]. Founded in 1994 by Dan and Margaret Duckhorn, Paraduxx is the only Napa Valley winery devoted exclusively to making Napa Valley blends. Though taking inspiration from the great red blends of the world, Paraduxx is also committed to making wines that reflect the character and charm of Napa Valley. Fusing the grandeur of Cabernet Sauvignon with the robust flavors of California's native Zinfandel, Paraduxx's premiere bottling embraced the best of both core varietals to produce a world-class blend with a decidedly Californian personality. The visionary blends of the Paraduxx quickly establish a reputation for their bold, expressive character and their food-friendly sophistication.
WINEMAKER	Cardiff Scott-Robinson
GOAL	To be the #1 modern, super-luxury Napa Valley proprietary red blend.
OBJECTIVES	1. Expand PODs by 20% in all markets 2. Ensure that Paraduxx is in Cabernet Sauvignon sets in all restaurant and retailer accounts 3. Adhere to all suggested pricing guidelines & 100% National Account compliance
ESSENCE	Expressive, Bold, Style
DIFFERENTIATING PROPOSITION	For consumers looking for one of the few wineries solely devoted to the ultimate, stylish Napa luxury blends, Paraduxx winery offers bold and expressive wines to satisfy the modern palate.
WINES & PRICING	Proprietary Napa Valley Red Wine \$50.00 front, \$42.99 feature, \$80-\$98 BTB, \$20-25 BTG
FOCUS VARIETALS	Cabernet Sauvignon, Zinfandel, Merlot
ESTATE ACRES	240 Napa Valley vine acres
COMPETITIVE SET	Isocles (Justin), Tapestry (BV), Napanook (Dominus), Trilogy (Flora Springs), The Investor Red (Stag's Leap Winery)
RETAIL STANDARDS	Eye-level shelf placement in Cabernet or Cabernet Blends section.
ON-PREMISE STANDARDS	Uniquely Californian, Paraduxx is a wine that doesn't always fit into traditional categories. Please name Paraduxx as follows on wine lists Acceptable Examples: CABERNETS 2016 Paraduxx Proprietary Napa Valley Red Wine CABERNET BLENDS/PROPRIETARY BLENDS 2015 Paraduxx Proprietary Napa Valley Red Wine 2016 Paraduxx by Duckhorn Proprietary Napa Valley Red Wine Unacceptable Example: 2016 Duckhorn Paraduxx Napa Valley Proprietary Red Wine
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.

DUCKHORN PORTFOLIO

PARADUXX



PARADUXX PROPRIETARY NAPA VALLEY RED WINE

Dedicated to attaining new benchmarks for wine blends in California, Winemaker Cardiff Scott-Robinson combines consummate Napa viticulture with a vibrant approach to winemaking. Understanding that each vineyard block is as one-of-a-kind as a fingerprint, he harvests and barrel ages each lot of fruit separately. These lots come from four acclaimed estate vineyards, as well as a selection of fruit from some of the finest growers in the Napa Valley. Crafted around a core of Cabernet Sauvignon, the Proprietary Red Wine has rich, full fruit flavors and soft, elegant tannins and pairs well with a variety of cuisines.

90 POINTS

James Suckling, v17

DUCKHORN PORTFOLIO



Paraduxx.com | (800) 354-8885