

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 Isoceles (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

2018 Paraduxx Proprietary Napa Valley Red Wine

CABERNET BLENDS/PROPRIETARY BLENDS

2018 Paraduxx Proprietary Napa Valley Red Wine

2018 Paraduxx by Duckhorn Proprietary Napa Valley Red Wine

Unacceptable Example:

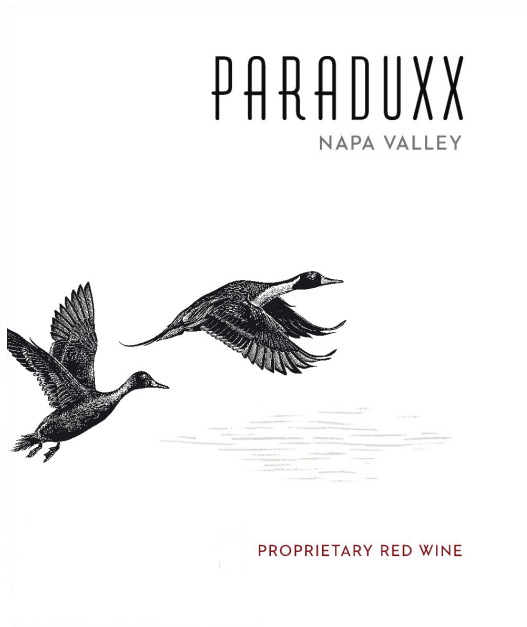
2018 Duckhorn Paraduxx Napa Valley Proprietary Red Wine

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.

THE DUCKHORN PORTFOLIO

    Paraduxx.com | (800) 354-8885

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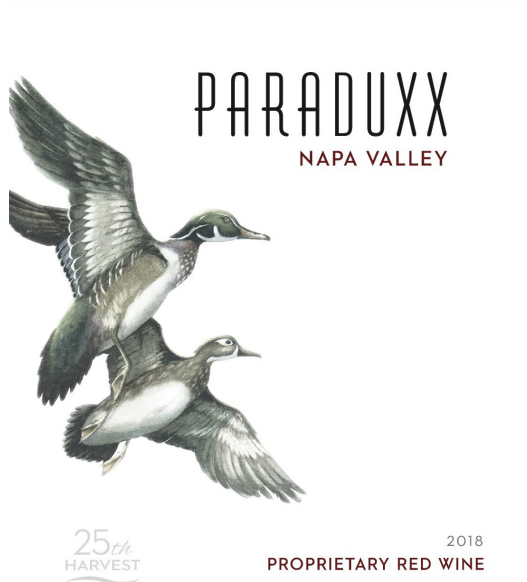


PARADUXX PROPRIETARY NAPA VALLEY RED WINE

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



2018 PARADUXX PROPRIETARY NAPA VALLEY RED WINE - 25TH HARVEST LABEL

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