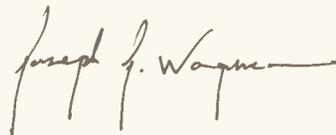


BÖEN

RUSSIAN RIVER VALLEY • PINOT NOIR

BÖEN IS A TRANSLATION OF 'THE FARM' AND I CHOSE IT AS A REMINDER TO MYSELF THAT THE WINE I MAKE IS INDIVISIBLE FROM THE LAND IT COMES FROM AND THAT FIRST AND FOREMOST, I AM A FARMER.



JOSEPH WAGNER, WINEMAKER

"When tillage begins, other arts follow. The farmers, therefore are the founders of human civilization."

SENATOR DANIEL WEBSTER (1840)

WINEMAKER

As a fifth generation Napa Valley winemaker, Joe learned his way around a vineyard long before he was able to drink wine. By the time he was 19 he knew that he would continue his family's winemaking legacy, working alongside his father at Caymus Vineyards. In 2001, he created Belle Glos, with a focus on vineyard-designated Pinot Noirs from California's best coastal regions.

More recently, he has launched a number of new brands under Copper Cane Wines & Provisions. Joe has a keen interest in contributing to the evolution of the wine industry, by discovering new wine growing locations and experimentation in the cellar.

Joe is thrilled to release, Böen, a new expression of Russian River Valley Pinot Noir made in his signature style of rich, ripe fruit flavors balanced with bright acidity and judicious hints of toasty oak.

WINEMAKING NOTES

Both punch-down and pump-over techniques are used to ensure balanced extraction of flavor, aromatics, structure and color. To allow both the sweet and structural influences from the barrels to intermingle seamlessly with the rich fruit and ripe tannins of the wine, we aged Böen in 100% French oak, 60% new.

WINE NAME

Böen Russian River Valley Pinot Noir

APPELLATION

*Russian River Valley,
Sonoma County, California*

SOURCING PHILOSOPHY

The Russian River Valley is recognized as one of the world's most ideal regions for growing Pinot Noir. Just a few miles from the Pacific ocean, the Russian River Valley benefits from natural air conditioning in the form of cool and often foggy air that arrives in the evening then retreats the following morning. The result is a longer growing season that allows Pinot Noir to develop full flavors while retaining its natural acidity. The unique soils of the region also contribute exponentially to the quality of the wine grapes grown in them.



KEY SELLING POINTS

- Made by Joseph Wagner, creator of Belle Glos Pinot Noirs and master winemaker of coastal California Pinot Noir.
- 100% Russian River Valley fruit – a region perfectly suited to growing world-class Pinot Noir.
- Luxury Pinot Noir is a hot category, with the \$25 - \$29.99 price segment growing at 35.2%, outpacing growth of Pinot Noir below \$25.

** IRI, Total US – Food & Liquor, 12 weeks ending 4.17.16*

SALES OBJECTIVES

- Successfully launch the brand in ALL states by benchmarking against leading Pinot Noirs, \$25+.
- Target high profile accounts to establish brand positioning: upscale casual, fine dining and notable independent restaurants.
- Gain targeted On and Off premise National Account listings, supported by 100% field execution and program compliance.

CHANNEL STRATEGY

- Target 70% On premise and 30% Off premise case sales mix, using the On premise channel to drive consumer trial.
- No Mass Discounters to ensure pricing standards are maintained.

    boenwines.com



PRICING GUIDELINES

Suggested Retail Price: \$29.99

Suggested Minimum Price: \$26.99

By The Glass Price: \$15

Wine List Price: \$40-50

COMPETITIVE SET

MacMurray Ranch

Rodney Strong

RETAIL STANDARDS

Shelf-placement at eye-level or above, adjacent to Rodney Strong, MacMurray Ranch.

WINE LIST STANDARDS

Acceptable Examples:

Böen Russian River Valley Pinot Noir 2015

Böen Russian River Pinot Noir 2015

Unacceptable Example:

Böen California Pinot Noir 2015

Short Wine Description:

Opulent with fresh flavors of cherry and blueberry with hints of dark chocolate and smoked meat.

Long Wine Description:

Intense aromas of cherry, dark chocolate, coconut, black licorice and a hint of toast, along with smoked meat, blueberry and barrel spice. The palate is lush with a raisin and dried strawberry character layered with cola, vanilla cream soda and black licorice. Powerful structure balanced with bright acidity and fine, persistent tannins for a wine with complexity, opulence and a long, satisfying finish.