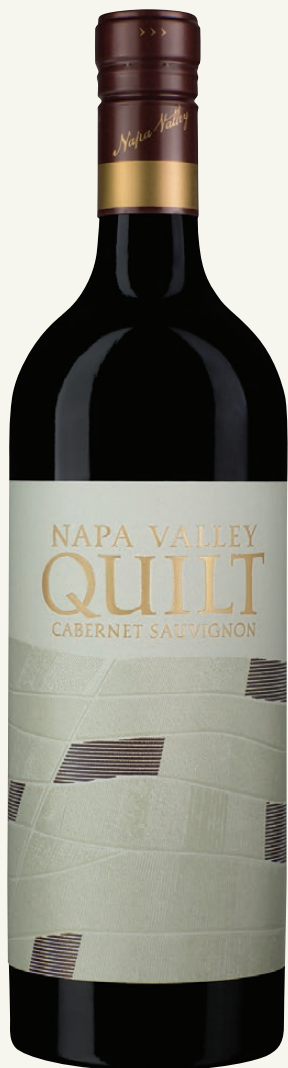


NAPA VALLEY QUILT

“FOR NAPA VALLEY QUILT, I SOURCE FRUIT FROM A PATCHWORK OF PRIME NAPA VALLEY VINEYARDS TO CREATE A CLASSIC CABERNET SAUVIGNON MADE IN THE STYLE MY FAMILY HAS ALWAYS LOVED.”



JOSEPH WAGNER, FIFTH-GENERATION NAPA VALLEY WINEMAKER



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 throughout 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 through experimentation in the cellar.

Joe lives in Napa Valley, has six children, and maintains a healthy balance between his family life and a passionate dedication to his business.

WINEMAKING NOTES

For Quilt Napa Valley Cabernet Sauvignon, the winemaking process starts by picking fruit at optimum physiological maturity. Once in the cellar, we keep wine lots separated by individual vineyard. The wine undergoes extended maceration up to 60 days in some cases. The progress of each lot is then re-evaluated before the wine is moved to classic Bordeaux and Burgundy barrels (70% new) where it undergoes malolactic fermentation and is racked every 4 to 6 months until blending and then bottling 20 months later.

WINE NAME

Quilt Napa Valley Cabernet Sauvignon

APPELLATION

Napa Valley, California

SOURCING PHILOSOPHY

For Quilt Napa Valley Cabernet Sauvignon, we focus on vineyards with well-draining, low nutritive soils that stress the vines. The result of these soils is a grape crop with extraordinary concentration of flavor, color and texture. While the majority of the fruit comes from the Napa Valley floor to achieve the desired richness and elegance, we also rely on grapes grown in the well-drained gravelly soils of the side slopes and at low elevations in the more mountainous areas. This results in a blend with more structure and complexity than we could have achieved had we used fruit grown solely in a single region. We source fruit from these Napa Valley AVAs: Oakville, St. Helena, Atlas Peak, Coombsville, Calistoga and Howell Mountain.

KEY SELLING POINTS

- Made by Joe Wagner, fifth generation Napa Valley winemaker.
- 100% Napa Valley fruit – sourced from highly acclaimed AVAs: Oakville, St. Helena, Atlas Peak, Coombsville, Calistoga and Howell Mountain.
- Cabernet Sauvignon is the most popular wine varietal, representing 20% dollar share of all wine and growing +11.6% versus a year ago.
- Quilt is made in the rich and intensely flavored wine style that Joe Wagner is known for.

** IRI, Total US – Food & Liquor, 13 weeks ending 9.10.16*

SALES OBJECTIVES

- Successfully launch the brand in ALL states by benchmarking against leading Napa Valley Cabernet Sauvignons, \$45+
- Target high profile on premise accounts for BTG placements to drive brand awareness and to position the brand: upscale casual, fine dining and notable independent restaurants.
- Gain targeted Off premise distribution in fine wine independents, specialty grocery stores with wine managers/stewards, and top clusters of strategic retail chains.

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.



PRICING GUIDELINES

Suggested Retail Price: \$44.99

Suggested Minimum Price: \$39.99

By The Glass Price: \$18

Wine List Price: \$75-\$100

COMPETITIVE SET

Jordan, Stag's Leap Vineyard, Hall, Honig, Faust, Buehler

RETAIL STANDARDS

Shelf-placement at eye-level or above, adjacent to competitive set.

WINE LIST STANDARDS

Acceptable Examples:

2014 Quilt Napa Valley Cabernet Sauvignon

2014 Napa Valley Quilt Cabernet Sauvignon

Unacceptable Example:

2014 Quilt Cabernet Sauvignon

- No reference to Wagner family or Caymus

Short Wine Description:

Blackberry preserves, stewed rhubarb, hazelnut, and charred meat with notes of dark licorice, vanillin and spice. Decadent chocolate brownie, yogurt and molasses flavors are in perfect balance with the high-toned fruit.

Long Wine Description:

A seamless blend of cassis, hazelnut, cocoa, blackberry preserves and charred meat with complex notes of dark licorice, stewed rhubarb, strawberry, spice and vanillin. Rich and satisfying on the palate with decadent chocolate brownie, yogurt and molasses flavors in perfect balance with higher toned-fruit emphasis.