

Steorra

BRUT

SONOMA COUNTY—SPARKLING WINE
RUSSIAN RIVER VALLEY

A LOVER OF CHAMPAGNE, JOE WAGNER HAS LONG WANTED TO CREATE A CLASSIC SPARKLING WINE USING PINOT NOIR AND CHARDONNAY FRUIT. STEORRA, HIS FIRST EVER SPARKLING WINE, TAKES ITS NAME FROM THE OLD ENGLISH WORD FOR 'STAR'. STEORRA IS A NON-VINTAGE, BRUT-STYLE SPARKLING WINE SOURCED FROM SONOMA COUNTY'S COOL-CLIMATE RUSSIAN RIVER VALLEY.



JOSEPH WAGNER, 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 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

We pick the Chardonnay and Pinot Noir for Steorra earlier than we harvest fruit for our still wines so that sugar levels are lower and acid levels are higher. After pressing off the juice, the wine undergoes a primary fermentation followed by a secondary fermentation in stainless steel tanks. We then age Steorra on the lees for an extended period of time to develop additional complexity, creamy texture and a slightly toasty nature. We are judicious with our oak use as we want to highlight the wine's natural flavors, but there is enough time in barrel to fuse the toasty and sweet spice elements of French oak with the green apple flavor and creamy texture of the base wine. During secondary fermentation, extended time on lees contributes additional complexity by augmenting the rich textures and depth of flavor against the firm acidity bringing the wine into a beautiful balance.

WINE NAME

*Steorra Chardonnay Pinot Noir
Brut Non-Vintage*

APPELLATION

*Russian River Valley,
Sonoma County, California*

SOURCING PHILOSOPHY

Named for the Russian explorers who first settled on the Sonoma Coast in 1812, the Russian River Valley benefits from cooling fog that rolls in from the Pacific Ocean just a few miles to the west. During the evening, fog flows up the channel cut by the river, then retreats again in the morning. This ebb and flow causes a long and mild growing season ideal for Chardonnay and Pinot Noir since the fruit develops slowly while maintaining its acidity. Roughly three-quarters of this appellation's vineyards are planted to these two grape varieties.

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 and Chardonnay; ideal for sparkling wine.
- On premise only at a competitive by-the-glass price point.

SALES OBJECTIVES

- Successfully launch the brand in designated launch markets.
- Gain targeted On premise National Account BTG placements, supported by 100% field execution and program compliance.
- Gain BTG placements in independent “profile” accounts (fine casual dining and bistros and bars).

CHANNEL STRATEGY

- On Premise only
- Targeting BTG placements in fine casual independent and national accounts.



STEORRAWINES.COM



PRICING GUIDELINES

By The Glass Price: \$10-\$12

Wine List Price: \$25-\$30

COMPETITIVE SET

Domaine Chandon Brut Classic

Roederer Estate Brut

Mumm Napa Brut Prestige

WINE LIST STANDARDS

Acceptable Examples:

NV Steorra Russian River Valley Sparkling Brut

Sparkling Brut, Steorra Russian River Valley NV

Unacceptable Example:

NV Steorra California Sparkling Brut

Short Wine Description:

Elegant and soft, with a fine bead, flavors of lemon sherbet, whipped cream, a subtle toastiness and a fresh finish.

Long Wine Description:

Brilliant light-gold in color with a fine bead, Steorra shows vibrant aromas of citrus blossom, ripe pear, Granny Smith apples, and Sugar-cookie dough. These characters follow through on the palate with flavors of Lemon sherbet and fresh cream with hints of baking spice, a subtle toastiness and a vibrant finish.