



**SONOMA-CUTRER**

# Distributor Training Guide

NOVEMBER 2024

THE DUCKHORN PORTFOLIO



Our mission is to make the best wine from the best grapes, in the best facility for those grapes, and sell to the best accounts for these wines with all parts perfectly coordinated to this purpose.



# Portfolio of Wines



# Today's Core Portfolio



Russian River Ranches



Sonoma Coast



Les Pierres



The Cutrer



RRV Pinot Noir



Rosé of Pinot Noir

## Motivation

### Primary Recruit

#1 Selling Chardonnay BTG

### Primary Recruit

#1 Ranking Chardonnay \$20+

### Trade Up

Single Vineyard Expression

### Trade Up

Single Vineyard Expression

### Extend Occasions

Perfect Chardonnay Companion

### Recruit

RRV Appellated

## Channel Focus



## Competitors

La Crema, J Vineyards

Flowers

Frank Family, Cakebread

Rombauer

Belle Glos, J Vineyards

Miraval

## SRP

\$30

\$30

\$45

\$34

\$36

\$25



## Russian River Ranches Chardonnay

The Russian River Ranches Chardonnay is a cuvée crafted from distinct vineyard lots in the Sonoma Coast appellation, each contributing unique characteristics to the wine. Rich and fruit-forward, it features notes of Bosc pear and Honeycrisp apple, balanced by crisp acidity and subtle barrel spice.

### WINEMAKING

- Harvested in the early mornings and cooled down to preserve fresh flavors and natural acidity.
- Hand-sorted and whole-cluster pressed.
- Fermented in oak barrels and stainless-steel tanks.
- Aged sur-lies in French oak barrels

### TECH DETAILS

**Appellation:** Sonoma Coast

**Composition:** 100% Chardonnay

**Fermentation:** 100% Malolactic

**Aging:** Aged for approx. 9 months in French oak barrels

**Key Coopers:** Remond • Rousseau • TW Boswell



## Sonoma Coast Chardonnay

The Sonoma Coast appellation offers diverse soils and ideal growing conditions for exceptional Chardonnay. Our cuvée blends select lots from four estate vineyards and top growers. These sites benefit from cool Pacific breezes, fog and temperature variations, enhancing the wine's character.

### WINEMAKING

- Harvested in the early mornings and cooled down to preserve fresh flavors and natural acidity.
- Hand-sorted and whole-cluster pressed.
- Fermented in oak barrels and stainless-steel tanks.
- Aged sur-lies in a combination of new and neutral French oak barrels

### TECH DETAILS

**Appellation:** Sonoma Coast

**Composition:** 100% Chardonnay

**Fermentation:** 100% Malolactic

**Aging:** Aged for approx. 8 months in French oak barrels

**Key Coopers:** Remond • Rousseau • TW Boswell



## Les Pierres Chardonnay

The Les Pierres Vineyard rests on a gravelly clay loam riverbed, rich with cobbled stones that impart a mineral essence to the grapes. The rocks absorb sunlight, releasing heat to the vines, while cool fog moderates the warm Sonoma Valley temperatures. This creates a long growing season, allowing the fruit to fully ripen.

### WINEMAKING

- Harvested in the early mornings and cooled down to preserve fresh flavors and natural acidity.
- Hand-sorted and whole-cluster pressed.
- Free-run juice settles for 24 hours, then is racked and yeasted
- Barrel-fermented on the lees in one-year-old oak for approx. five months, then blended and aged in three-year-old oak.

### TECH DETAILS

**Appellation:** Sonoma Coast

**Composition:** 100% Chardonnay

**Fermentation:** 100% Malolactic

**Aging:** Aged for approx. 12 months in French oak barrels



## The Cutrer Chardonnay

The Cutrer Vineyard sits on an ancient seabed that retains heat, radiating it to the closely spaced vines. With diverse microclimates, soil types, rootstocks and clones, each vineyard block offers unique nuances, providing our winemakers with a “spice rack” of flavors to craft this premium wine.

### WINEMAKING

- Hand-harvested at night and cooled down to preserve fresh flavors and natural acidity.
- Hand-sorted and whole-cluster pressed.
- Barrel-fermented and aged in newer French oak for approx. seven months sur-lies, then blended and raked in three-year-old oak for approx. five months.

### TECH DETAILS

**Appellation:** Russian River Valley

**Composition:** 100% Chardonnay

**Fermentation:** 100% Malolactic

**Aging:** Aged for approx. 12 months in French oak barrels





## Russian River Valley Pinot Noir

The Russian River Valley Pinot Noir elegantly conveys its sense of place. Superbly structured, it showcases an exquisite array of cranberries and cherry cola, complemented by savory spices and a hint of black tea.

### WINEMAKING

- Hand-harvested in the early mornings then hand-sorted and gently destemmed.
- A four-day cold soak is followed by eight to twelve days of fermentation, with hand punch-downs in small, open-top fermenters.
- After fermentation, the wine is gently basket pressed, and gravity racked into barrels to age for approx. eleven months.

### TECH DETAILS

**Appellation:** Russian River Valley

**Composition:** 100% Pinot Noir

**Aging:** Aged for approx. 12 months in French oak barrels (33% new, 33% one-year-old, 33% two-year-old)



## Rosé of Pinot Noir

This Rosé of Pinot Noir embodies the distinctive qualities of the Russian River Valley, featuring a crisp mouthfeel and refreshing red berry flavors that make it the ideal companion for savoring life's cherished moments.

### WINEMAKING

- Fruit is specifically grown and harvested for Rosé for optimal quality.
- Clusters are destemmed and gently pressed, allowing the juice to briefly contact the skins to achieve an ideal pale pink color.
- Each batch of rosé is fermented separately in stainless steel tanks at low temperatures to preserve delicate aromas and flavors.

### TECH DETAILS

**Appellation:** Russian River Valley

**Vineyards:** Vine Hill and Owsley

**Composition:** 100% Pinot Noir

**Aging & Fermentation:** Stainless-steel tanks



# Tasting Order and Pairings



## RECOMMENDED TASTING ORDER

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1. Rosé of Pinot Noir
2. Russian River Ranches Chardonnay
3. Sonoma Coast Chardonnay
4. Les Pierres Chardonnay
5. The Cutrer Chardonnay
6. Russian River Valley Pinot Noir



## SUGGESTED FOOD PAIRINGS

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### Rosé of Pinot Noir

Soft cheeses, grilled vegetables, and shellfish.

### Russian River Ranches Chardonnay

Scallops, pork, and creamy pasta dishes.

### Sonoma Coast Chardonnay

Chicken, risotto, and seafood.

### Les Pierres Chardonnay

Ceviche, halibut, and sushi.

### The Cutrer Chardonnay

Prawns, roasted chicken, and spring vegetables.

### Russian River Valley Pinot Noir

Grilled salmon, roasted duck, and mushroom dishes.

[Visit our website](#) for seasonal recipes to pair with Sonoma-Cutrer wines.



# Key Selling Points and Priorities



## KEY SELLING POINTS

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### Chardonnay Category Leader



**#1**  
Selling Chardonnay by-the-glass in the U.S.

**#1**  
Ranking Chardonnay \$20+ in the U.S.

**#3**  
Luxury Chardonnay brand in the U.S.  
based on retail sales

### French Tradition, California Style



Philosophy of making terroir-driven wines that are unique in flavor using the **Grand Cru Method**

**Artisanal barrel program** centered in tradition, partnering with merrandiers to select trees from forests in the heart of France

### Sonoma County Homeplace



1,121 acres planted across six estate **Certified Sustainable Vineyards**

**State of the art winery and visitor center** located in the heart of Russian River Valley AVA



## On-Premise

- Build upon the legacy of the iconic *Russian River Ranches Chardonnay* to secure by-the-glass placements.
- Encourage buyers to trade-up with the elevated offering of the *Les Pierres Chardonnay*, perfectly suited for by-the bottle placements.
- Don't forget about the *Russian River Valley Pinot Noir*, a worthy companion to Sonoma-Cutrer's Chardonnay wines with promising BTG and/or BTB potential.





## Off-Premise

- Continue to grow distribution on the retail-driven *Sonoma Coast Chardonnay*, a consumer favorite guaranteed to fly off the shelf.
- Target independent retailers with the elevated offering of *The Cutrer Chardonnay*, showcasing a single vineyard expression at a competitive price.
- Don't forget about the *Russian River Valley Pinot Noir* nor the *Rosé of Pinot Noir*, both worthy companions to Sonoma-Cutrer's Chardonnay wines.





**SONOMA-CUTRER**

Thank You!

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For Sonoma-Cutrer sales tools and brand assets,  
[visit our Trade and Media site.](#)

