




L'Ecole

Nº 41

WALLA WALLA VALLEY

BRAND SUMMARY

HISTORY	Founded in 1983 in the Walla Walla Valley, L'Ecole Nº 41 is one of Washington State's first artisan, family-owned wineries. Housed in the historic Frenchtown School depicted on our label, L'Ecole (French for school) has earned international acclaim for producing consistently expressive and distinctive wines. <i>45,000 annual cases</i>		
OWNERS	Marty & Megan Clubb and Family		
WINEMAKERS	Marty Clubb, Managing Winemaker & Viticulturist ■ Mike Sharon, Winemaker		
APPELLATIONS	Walla Walla Valley & Columbia Valley		
ESTATE VINEYARDS	<ul style="list-style-type: none"> ■ Ferguson Vineyard, Walla Walla Valley, 30 acres (planted in 2008, expanded '09, '16). Exclusive to L'Ecole ■ Seven Hills Vineyard, Walla Walla Valley, managing partner in 190 acres (planted in 1980, expanded '89, '97, '05). Partners: Leonetti Cellars, Pepper Bridge Winery "One of Ten Great Vineyards of the World!" <i>Wine & Spirits</i>, 2004 		
BRAND OBJECTIVES	<ul style="list-style-type: none"> ■ To be your go-to Washington State wine brand! ■ Increase awareness & sales of L'Ecole Nº 41 wines ■ Increase points of distribution by targeting key account opportunities, including National Account Programs ■ Identify upsell opportunities to expand sales of the Walla Walla Valley Wine Portfolio ■ 85% Domestic, 15% International 		
UNIQUE SELLING POSITION	L'Ecole Nº 41 is a brand customers can trust to over-deliver on quality and value every wine, every vintage. <ul style="list-style-type: none"> ■ One of the most prominent and visible wineries in Washington State ■ 3rd generation family winery with 35 years of winemaking ■ We grow and make 100% of our wines ■ The #1 (largest) producer of Walla Walla Valley wines (10,000 cases) ■ Walla Walla Valley Vineyards are Certified Sustainable and Salmon Safe 		
WINE PORTFOLIOS, PRICING & SELLING STRATEGY	<p style="text-align: center;">Walla Walla Valley</p> <p>ESTATE LUMINESCE Seven Hills Vineyard \$22 SRP ESTATE MERLOT Walla Walla Valley \$37 SRP ESTATE SYRAH Seven Hills Vineyard \$37 SRP CABERNET SAUVIGNON Walla Walla Valley \$40 SRP ESTATE PERIGEE Seven Hills Vineyard \$55 SRP APOGEE Pepper Bridge Vineyard \$55 SRP ESTATE FERGUSON Ferguson Vineyard \$65 SRP</p> <p style="text-align: center;">SELLING POINTS</p> <ul style="list-style-type: none"> ■ Terroir-Driven Estate Wines ■ Flagship Wines ■ Small Production/Allocated ■ Single Vineyard Focus ■ Certified Sustainable Farming ■ Certified Salmon Safe ■ 25% of production <p style="text-align: center;"><i>* Target A Accounts</i> <i>* On-Premise Focus</i></p>	<p style="text-align: center;">Columbia Valley</p> <p>SEMILLON \$15 SRP CHARDONNAY \$22 SRP CHENIN BLANC \$16 SRP MERLOT \$25 SRP CABERNET SAUVIGNON \$30 SRP SYRAH \$25 SRP FRENCHTOWN \$22 SRP</p> <p style="text-align: center;">SELLING POINTS</p> <ul style="list-style-type: none"> ■ Varietal-Driven Wines ■ Older, proven, respected vineyards ■ Year Around Availability ■ High Quality/Value Ratio ■ 75% of production <p style="text-align: center;"><i>* National Account Programs</i> <i>* Wine Clubs</i> <i>* BTG Pricing</i></p>	
KEY ACCOLADES	 <p>Best Bordeaux in the NEW WORLD 2013 Estate Ferguson</p> <p>Ferguson Vineyard Estate Ferguson</p> <ul style="list-style-type: none"> ■ 95 pts, <i>Wine Advocate</i> 2014 ■ 94 pts, <i>Wine Advocate</i> 2013 ■ 95 pts, <i>Wine Advocate</i> 2012 	<p>Best Bordeaux Blend in the WORLD 2011 Estate Ferguson</p>  <p>Seven Hills Vineyard Estate Perigee</p> <ul style="list-style-type: none"> ■ 94 pts, <i>Wine Advocate</i> 2014 ■ 95 pts, <i>Decanter World Wine Awards</i> 2013 ■ 94 pts, <i>Wine Advocate</i> 2013 	 <p>2015 WINERY OF THE YEAR HALL OF FAME</p> <p>Pepper Bridge Vineyard Apogee</p> <ul style="list-style-type: none"> ■ 94 pts, <i>Wine Advocate</i> 2014 ■ 93 pts, <i>Wine Advocate</i> 2013 ■ 93 pts, <i>Wine Advocate</i> 2012
BRAND STANDARDS	Acceptable use of winery name: L'Ecole Nº 41, L'Ecole No 41, L'Ecole		
SALES TOOLS	Trade & Media section on lecole.com with POS, accolades, tech sheets, press, photos & artwork Large format bottles, display bottles, wine keys, posters, wine bags		