

# L'ECOLE

## News

SCHOOL NEWS FOR TRADE • JANUARY 2016

### FOCUS WINE

#### 92 points, "Years Best US Cabernet"

*Wine & Spirits, August 2015*

2012

#### Cabernet Sauvignon Columbia Valley

*"Powerful and broad shouldered, this robust cabernet shows a softer side with air, bringing scents of cedar frond and gravelly minerality to go with the dark black cherry fruit. The flavors are weighty, but acidity courses through to lend them structure. Give it time to mature, then serve with lamb."*

– Patrick Comiskey



Access important sales tools using the interactive tabs below!

Dear L'Ecole Distributors,

Thank you for a successful 2015! As we embark on a new year, we feel very fortunate to work with such a remarkable group of business partners in the US and around the world. We value your tireless efforts and superior level of professionalism as one of L'Ecole's greatest assets!

Sales momentum for L'Ecole wine continues to climb as customers appreciate the superior quality and value of our wines every vintage. We are excited to build on the consistent, high performance levels of our distributors to continue to grow market share in the coming months and years.

We recognize that mastering any wine portfolio is a continuous work in progress. We want access to vital information and useful sales tools to be at your fingertips. If you have not yet familiarized yourself with the comprehensive trade section of our website please take a moment to do so at [www.lecole.com/wine-sales-tools](http://www.lecole.com/wine-sales-tools). It has quickly become a favorite of many sales reps!

#### Our National Sales Team

We are excited to share that our National Sales team has expanded to manage our sales growth.

**Jeff von Barga** is filling a new position as National Sales Representative. Jeff most recently held a position in Direct Sales here at winery where his sales experience,



Jeff, Kim and Brenna

wine knowledge, enthusiasm and professionalism make him a perfect fit for this role. He will be working closely with many of you in your markets. [Jeff Bio](#)

**Brenna Carlile**, National Sales Assistant joined our team in April 2015 and many of you have already had the pleasure to work with her. Brenna's strong work ethic, attention to detail and exceptional customer service provide the support that keeps national sales running smoothly!

[Brenna Bio](#)

I enter into my 18th year at the winery with a new title, **Director of Sales**. It has been an honor and I look forward to working with all of you for a prosperous 2016!

Cheers!

[Kim Bolander](#)

Director of Sales

WINE SALES TOOLS

WINE PORTFOLIO

SELLING WA WINES

375ML, 1.5L, 3L

CV CAB SELL SHEET



## New Releases

Limited production

### 2013 Apogee – Pepper Bridge Vineyard

60% Cabernet Sauvignon, 20% Merlot,  
15% Malbec, 5% Cabernet Franc  
1,000 Cases

L'Ecole N<sup>o</sup> 41 has been producing Pepper Bridge Vineyard Apogee since 1993. Apogee represents our best effort to capture this vineyard's distinctive and characteristic spicy bold aromas, dark fruit flavors, robust tannins and rich structure.



### 2013 Estate Perigee – Seven Hills Vineyard

50% Cabernet Sauvignon, 20% Merlot,  
15% Cabernet Franc, 9% Malbec,  
6% Petit Verdot • 1,350 Cases

Our Estate Perigee captures the essence of Seven Hills Vineyard's characteristic rich elegance, seductive aromas and earthy structure. L'Ecole has been producing wines from Seven Hills Vineyard since 1993. We hand-select our oldest and most distinguished blocks to produce this stunning, flagship wine.



## 2016 Release Schedule

### March

- 2013 Cabernet Sauvignon – Columbia Valley
- 2013 Merlot – Columbia Valley
- 2013 Estate Syrah – Seven Hills Vineyard

### April

- 2013 Estate Merlot – Walla Walla Valley
- 2013 Cabernet Sauvignon – Walla Walla Valley
- 2013 Estate Ferguson

### May

- 2015 Chenin Blanc – Columbia Valley

### July

- 2015 Chardonnay – Columbia Valley

### October

- 2015 Estate Luminesce – Seven Hills Vineyard
- 2015 Semillon – Columbia Valley

### November

- 2014 Syrah – Columbia Valley
- 2014 Apogee – Pepper Bridge Vineyard
- 2014 Estate Perigee – Seven Hills Vineyard

## 2013 Washington Vintage

"The 2013 vintage was one of the warmest vintages for Washington, rivaling 2003 and 1998, with slightly lower yields due to smaller berry size. A dramatic change in weather mid-September shifted to cool yet dry conditions through the rest of harvest, slowing down Brix accumulation and providing ideal hang-time for structure and flavor development." Marty Clubb, Managing Winemaker

## Wine Spectator

### 2013 Vintage – 94 points

"Warm growing season and cool harvest yielded ripe flavors and moderate alcohols"



### 2013 Vintage – 94 points

## Upcoming Release!

4/1/16

### 2013 Estate Ferguson Walla Walla Valley

56% Cabernet Sauvignon, 33% Merlot, 7% Cabernet Franc, 4% Malbec • 1,100 Cases

Our inaugural 2011 vintage of Ferguson was awarded Best Bordeaux Blend in the World at the 2014 Decanter World Wine Awards in

London! Ferguson is one of the highest elevation vineyards in the Walla Walla Valley reflecting a unique geological profile. The vines, planted on a ridge of ancient lava flows, are rooted in fractured basalt giving this complex blend its bold dark fruit, immense structure and dense minerality

