

L'ECOLE *News*

SPECIAL EDITION • SCHOOL NEWS FOR TRADE • APRIL 2016



New Release

April 1st, 2016

2013 Estate Ferguson Ferguson Vineyard Walla Walla Valley

56% Cabernet Sauvignon,
33% Merlot, 7% Cabernet Franc,
4% Malbec

1,100 Cases

2012 RATINGS:

95 WA, 93+ ST, 92 Cellar Selection WE

Certified Sustainable
Certified Salmon Safe

Ferguson Vineyard – why so special?

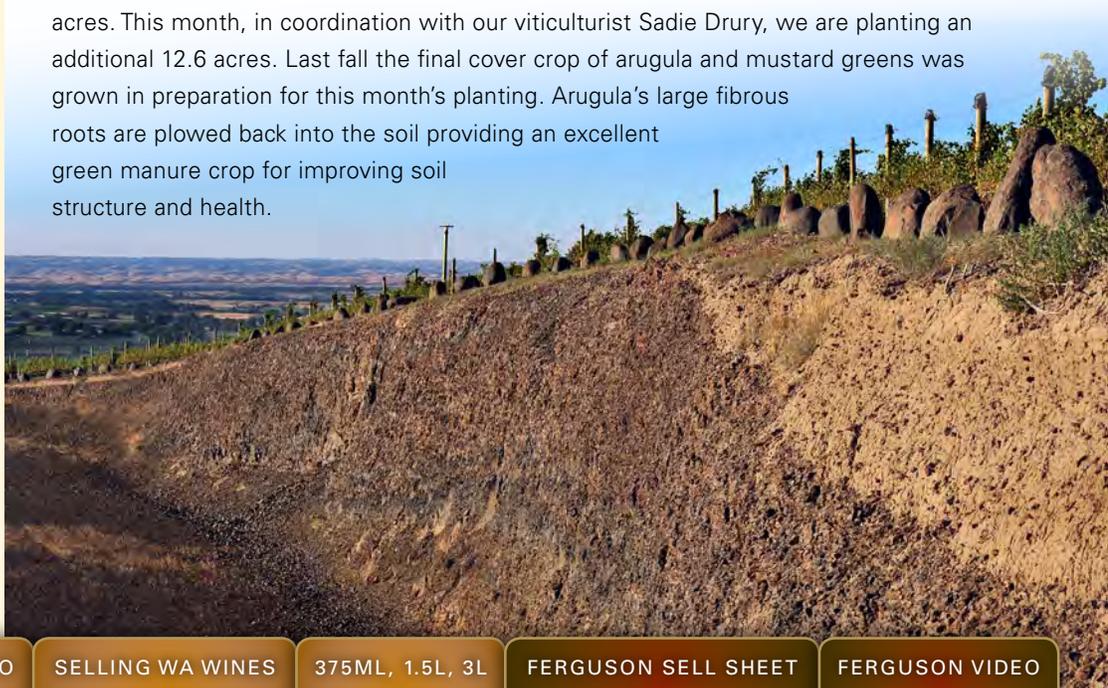
Our newest and exclusive Ferguson Vineyard continues to deliver astonishing fruit quality – well beyond our expectations. As many of you know, this was affirmed when our first 2011 vintage was named Best Bordeaux Blend in the World by Decanter World Wine Awards in 2014.



We are often asked what makes our Ferguson wine so special and, of course, the answer starts with the vineyard. The vineyard site elevation is 1350-1500 feet, one of the highest in the Walla Walla Valley. Vines are rooted in fractured basalt rock from 15-million-year-old ancient lava flows, overlaid with a thin layer of wind-blown, glacial loess. We believe we have optimized the potential of this vineyard through our stewardship and commitment to sustainable farming.

Ferguson Vineyard expands

Although we are now releasing the third vintage of Ferguson, we have been working and investing in the vineyard for over ten years! In 2006, we began soil preparation for our first planting (2008) followed by a second planting (2009) for a combined 17.6 acres. This month, in coordination with our viticulturist Sadie Drury, we are planting an additional 12.6 acres. Last fall the final cover crop of arugula and mustard greens was grown in preparation for this month's planting. Arugula's large fibrous roots are plowed back into the soil providing an excellent green manure crop for improving soil structure and health.



WINE SALES TOOLS

WINE PORTFOLIO

SELLING WA WINES

375ML, 1.5L, 3L

FERGUSON SELL SHEET

FERGUSON VIDEO