




L'Ecole

No 41

WALLA WALLA VALLEY

BRAND SUMMARY

<p>HISTORY</p>	<p>Founded in 1983 in the Walla Walla Valley, L'Ecole N° 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.</p> <p style="text-align: right;"><i>45,000 annual cases</i></p>		
<p>OWNERS</p>	<p>Marty & Megan Clubb and Family</p>		
<p>WINEMAKERS</p>	<p>Marty Clubb, Managing Winemaker & Viticulturist ■ Mike Sharon, Winemaker</p>		
<p>APPELLATIONS</p>	<p>Walla Walla Valley, Columbia Valley, Horse Heaven Hills & Yakima Valley</p>		
<p>ESTATE VINEYARDS</p>	<ul style="list-style-type: none"> ■ Ferguson Vineyard, Walla Walla Valley, 42 acres (initial plantings 2008). Exclusive to L'Ecole ■ Seven Hills Vineyard, Walla Walla Valley, 40 acres of 190 acres (initial plantings 1989) <ul style="list-style-type: none"> ■ Partners: L'Ecole N° 41, Leonetti Cellars, Pepper Bridge Winery ■ "One of Ten Great Vineyards of the World!" <i>Wine & Spirits</i>, 2004 		
<p>BRAND OBJECTIVES</p>	<ul style="list-style-type: none"> ■ Be the go-to Washington State brand! ■ Increase awareness & sales of L'Ecole N° 41 wines ■ Increase point of distribution by targeting key account opportunities, including National Account Programs and Clubs ■ Identify upsell opportunities to expand sales of the Walla Walla Valley Wine Portfolio ■ Develop sales both domestically and internationally (85% & 15%, respectively) 		
<p>UNIQUE SELLING POSITION</p>	<p>L'Ecole is a Washington State benchmark brand customers trust to consistently over-deliver on quality and value</p> <ul style="list-style-type: none"> ■ We are one of the most prominent and visible wineries in Washington State ■ We are a 3rd generation family winery with 35+ years of winemaking ■ We grow and make 100% of our wines ■ We are the top producer of Walla Walla Valley wines ■ Our Walla Walla Valley Vineyards are Certified Sustainable and Salmon Safe 		
<p>WINE PORTFOLIOS, PRICING & SELLING STRATEGY</p>	<p style="text-align: center;">Estate Walla Walla Wines</p> <p>ESTATE LUMINESCE Seven Hills Vineyard \$22 SRP</p> <p>ESTATE MERLOT Ferguson & Seven Hills Vineyards \$37 SRP</p> <p>ESTATE SYRAH Seven Hills Vineyard \$37 SRP</p> <p>CABERNET SAUVIGNON Walla Walla Valley \$40 SRP</p> <p>ESTATE PERIGEE Seven Hills Vineyard \$55 SRP</p> <p>APOGEE Pepper Bridge Vineyard \$55 SRP</p> <p>ESTATE FERGUSON Ferguson Vineyard \$65 SRP</p> <hr/> <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;">* Target A Accounts * On-Premise Focus</p>	<p style="text-align: center;">Heritage Wines From Select Vineyards</p> <p>SEMILLON Columbia Valley \$15 SRP</p> <p>CHARDONNAY Columbia Valley \$22 SRP</p> <p>CHENIN BLANC Columbia Valley \$16 SRP</p> <p>GRENACHE ROSÉ Horse Heaven Hills \$22 SRP</p> <p>MERLOT Columbia Valley \$25 SRP</p> <p>CABERNET SAUVIGNON Columbia Valley \$30 SRP</p> <p>SYRAH Columbia Valley \$25 SRP</p> <p>FRENCHTOWN Columbia Valley \$22 SRP</p> <hr/> <p style="text-align: center;">SELLING POINTS</p> <ul style="list-style-type: none"> ■ WA State Benchmark Wines ■ Older, Proven Vineyard Sites ■ Varietal-Driven Wines ■ Year-round Availability ■ High Quality/Value Ratio ■ 75% of production <p style="text-align: center;">* National Account Programs * Wine Clubs * BTG Pricing</p>	
<p>KEY ACCOLADES</p>	 <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, Jeb Dunnuck 2015 ■ 95 pts, <i>Wine Advocate</i> 2014 ■ 94 pts, <i>Wine Advocate</i> 2013 	<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, Jeb Dunnuck 2015 ■ 94 pts, <i>Wine Advocate</i> 2014 ■ 95 pts, Decanter World Wine Awards 2013 	 <p>Pepper Bridge Vineyard Apogee</p> <ul style="list-style-type: none"> ■ 95 pts, Jeb Dunnuck 2015 ■ 94 pts, <i>Wine Advocate</i> 2014 ■ 93 pts, <i>Wine Advocate</i> 2013
<p>BRAND STANDARDS</p>	<p>Acceptable use of winery name: L'Ecole N° 41, L'Ecole No 41, L'Ecole</p>		
<p>SALES TOOLS</p>	<p>LECOLE.COM Trade & Media section on with POS, accolades, tech sheets, press, photos & artwork</p> <p>Large format bottles, display bottles, wine keys, posters, wine bags</p>		