

# 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.

*45,000 annual cases*

#### OWNERS

Marty & Megan Clubb and Family

#### WINEMAKERS

**Marty Clubb**, Managing Winemaker & Viticulturist ■ **Marcus Rafanelli**, Winemaker

#### APPELLATIONS

Walla Walla Valley, Columbia Valley, Horse Heaven Hills & Yakima Valley

#### ESTATE VINEYARDS

- **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)
  - Partners: L'Ecole No 41, Leonetti Cellar, Pepper Bridge Winery
  - "One of Ten Great Vineyards of the World!" *Wine & Spirits*, 2004

#### BRAND OBJECTIVES

- Be the go-to Washington State brand!
- Increase awareness & sales of L'Ecole No 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)

#### UNIQUE SELLING POSITION

- L'Ecole is a Washington State benchmark brand customers trust to consistently over-deliver on quality and value
- 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

#### WINE PORTFOLIOS, PRICING & SELLING STRATEGY

##### Estate Walla Walla Wines

ESTATE LUMINESCE	<b>Seven Hills Vineyard</b>	\$22 SRP
ESTATE MERLOT	<b>Ferguson &amp; Seven Hills Vineyards</b>	\$37 SRP
ESTATE SYRAH	<b>Seven Hills Vineyard</b>	\$37 SRP
CABERNET SAUVIGNON	<b>Walla Walla Valley</b>	\$40 SRP
ESTATE PERIGEE	<b>Seven Hills Vineyard</b>	\$55 SRP
APOGEE	<b>Pepper Bridge Vineyard</b>	\$55 SRP
ESTATE FERGUSON	<b>Ferguson Vineyard</b>	\$65 SRP

##### Heritage Wines From Select Vineyards

SEMILLON	<b>Columbia Valley</b>	\$15 SRP
CHARDONNAY	<b>Columbia Valley</b>	\$22 SRP
CHENIN BLANC	<b>Columbia Valley</b>	\$16 SRP
GRENACHE ROSÉ	<b>Horse Heaven Hills</b>	\$22 SRP
MERLOT	<b>Columbia Valley</b>	\$25 SRP
CABERNET SAUVIGNON	<b>Columbia Valley</b>	\$30 SRP
SYRAH	<b>Columbia Valley</b>	\$25 SRP
FRENCHTOWN	<b>Columbia Valley</b>	\$22 SRP

##### SELLING POINTS

- Terroir-Driven Estate Wines
- Flagship Wines
- Small Production/Allocated
- Single Vineyard Focus
- Certified Sustainable Farming
- Certified Salmon Safe
- 25% of production

\* Target A Accounts

\* On-Premise Focus

##### SELLING POINTS

- WA State Benchmark Wines
- Older, Proven Vineyard Sites
- Varietal-Driven Wines
- Year-round Availability
- High Quality/Value Ratio
- 75% of production

\* National Account Programs

\* Wine Clubs

\* BTG Pricing

#### KEY ACCOLADES



##### Ferguson Vineyard Estate Ferguson

- 95 pts, Jeb Dunnuck 2015
- 95 pts, *Wine Advocate* 2014
- 94 pts, *Wine Advocate* 2013



##### Seven Hills Vineyard Estate Perigee

- 94 pts, Jeb Dunnuck 2015
- 94 pts, *Wine Advocate* 2014
- 95 pts, Decanter World Wine Awards 2013



##### Pepper Bridge Vineyard Apogee

- 95 pts, Jeb Dunnuck 2015
- 94 pts, *Wine Advocate* 2014
- 93 pts, *Wine Advocate* 2013

#### BRAND STANDARDS

Acceptable use of winery name: L'Ecole No 41, L'Ecole No 41, L'Ecole

#### SALES TOOLS

**LECOLE.COM** Trade & Media section on with POS, accolades, tech sheets, press, photos & artwork  
Large format bottles, display bottles, wine keys, posters, wine bags