




L'Ecole

No 41

WALLA WALLA VALLEY

BRAND SUMMARY

HISTORY	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. <i>45,000 annual cases</i>		
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	<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 Cellar, Pepper Bridge Winery ▪ "One of Ten Great Vineyards of the World!" <i>Wine & Spirits</i>, 2004 		
BRAND OBJECTIVES	<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) 		
UNIQUE SELLING POSITION	L'Ecole is a Washington State benchmark brand customers trust to consistently over-deliver on quality and value <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 		
WINE PORTFOLIOS, PRICING & SELLING STRATEGY	<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 Yakima 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>	
KEY ACCOLADES	 <p style="text-align: center;">Best Bordeaux in the NEW WORLD 2013 Estate Ferguson</p> <p>Ferguson Vineyard Estate Ferguson</p> <ul style="list-style-type: none"> ▪ 97 pts, James Suckling 2017 ▪ 96 pts, James Suckling 2016 ▪ 95 pts, Jeb Dunnuck 2015 	<p style="text-align: center;">Best Bordeaux Blend in the WORLD 2011 Estate Ferguson</p>  <p style="text-align: center;">2014</p> <p>Seven Hills Vineyard Estate Perigee</p> <ul style="list-style-type: none"> ▪ 95 pts, James Suckling 2017 ▪ 94 pts, Vinous 2016 ▪ 94 pts, Jeb Dunnuck 2015 	 <p style="text-align: center;">15 Awards ~ Premier Cru Winery</p> <p>Pepper Bridge Vineyard Apogee</p> <ul style="list-style-type: none"> ▪ 94 pts, James Suckling 2017 ▪ 95 pts, Jeb Dunnuck 2016 ▪ 95 pts, Jeb Dunnuck 2015
BRAND STANDARDS	Acceptable use of winery name: L'Ecole N° 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		