




# L'Ecole

*No 41*

## WALLA WALLA VALLEY

### BRAND SUMMARY

HISTORY	<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>47,000 annual cases</i></p>		
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"> <li>▪ <b>Ferguson Vineyard</b>, Walla Walla Valley, 42 acres (initial plantings 2008). Exclusive to L'Ecole</li> <li>▪ <b>Seven Hills Vineyard</b>, Walla Walla Valley, 40 acres of 170 acres (initial plantings 1989) <ul style="list-style-type: none"> <li>▪ Partners: L'Ecole N° 41, Leonetti Cellar, Pepper Bridge Winery</li> <li>▪ "One of Ten Great Vineyards of the World!" <i>Wine &amp; Spirits</i>, 2004</li> </ul> </li> </ul>		
BRAND OBJECTIVES	<ul style="list-style-type: none"> <li>▪ Be the go-to Washington State brand!</li> <li>▪ Increase awareness &amp; sales of L'Ecole N° 41 wines</li> <li>▪ Increase point of distribution by targeting key account opportunities, including National Account Programs and Clubs</li> <li>▪ Identify upsell opportunities to expand sales of the Walla Walla Valley Wine Portfolio</li> <li>▪ Develop sales both domestically and internationally (85% &amp; 15%, respectively)</li> </ul>		
UNIQUE SELLING POSITION	<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"> <li>▪ We are one of the most prominent and visible wineries in Washington State</li> <li>▪ We are a 3rd generation family winery with 35+ years of winemaking</li> <li>▪ We grow and make 100% of our wines</li> <li>▪ We are the top producer of Walla Walla Valley wines</li> <li>▪ Our Walla Walla Valley Vineyards are Certified Sustainable and Salmon Safe</li> </ul>		
WINE PORTFOLIOS, PRICING & SELLING STRATEGY	<p style="text-align: center;"><b>Estate Walla Walla Wines</b></p> <p>ESTATE LUMINESCE <b>Seven Hills Vineyard</b> \$22 SRP</p> <p>ESTATE MERLOT <b>Ferguson &amp; Seven Hills Vineyards</b> \$40 SRP</p> <p>ESTATE SYRAH <b>Seven Hills Vineyard</b> \$40 SRP</p> <p>CABERNET SAUVIGNON <b>Walla Walla Valley</b> \$42 SRP</p> <p>ESTATE PERIGEE <b>Seven Hills Vineyard</b> \$57 SRP</p> <p>APOGEE <b>Pepper Bridge Vineyard</b> \$57 SRP</p> <p>ESTATE FERGUSON <b>Ferguson Vineyard</b> \$70 SRP</p> <hr/> <p style="text-align: center;"><b>SELLING POINTS</b></p> <ul style="list-style-type: none"> <li>▪ Terroir-Driven Estate Wines</li> <li>▪ Flagship Wines</li> <li>▪ Small Production/Allocated</li> <li>▪ Single Vineyard Focus</li> <li>▪ Certified Sustainable Farming</li> <li>▪ Certified Salmon Safe</li> <li>▪ 28% of production</li> </ul> <p style="text-align: center;">* Target A Accounts * On-Premise Focus</p>	<p style="text-align: center;"><b>Heritage Wines From Select Vineyards</b></p> <p>SEMILLON <b>Columbia Valley</b> \$16 SRP</p> <p>CHARDONNAY <b>Columbia Valley</b> \$22 SRP</p> <p>CHENIN BLANC <b>Yakima Valley</b> \$18 SRP</p> <p>GRENACHE ROSÉ <b>Horse Heaven Hills</b> \$22 SRP</p> <p>MERLOT <b>Columbia Valley</b> \$27 SRP</p> <p>CABERNET SAUVIGNON <b>Columbia Valley</b> \$32 SRP</p> <p>SYRAH <b>Columbia Valley</b> \$27 SRP</p> <p>FRENCHTOWN <b>Columbia Valley</b> \$23 SRP</p> <hr/> <p style="text-align: center;"><b>SELLING POINTS</b></p> <ul style="list-style-type: none"> <li>▪ WA State Benchmark Wines</li> <li>▪ Older, Proven Vineyard Sites</li> <li>▪ Varietal-Driven Wines</li> <li>▪ Year-round Availability</li> <li>▪ High Quality/Value Ratio</li> <li>▪ 72% of production</li> </ul> <p style="text-align: center;">* National Account Programs * Wine Clubs * BTG Pricing</p>	
KEY ACCOLADES	 <p style="text-align: center;"><b>Best Bordeaux in the NEW WORLD</b> 2013 Estate Ferguson</p> <p><b>Ferguson Vineyard Estate Ferguson</b></p> <ul style="list-style-type: none"> <li>▪ 95 pts, Decanter 2018</li> <li>▪ 97 pts, James Suckling 2017</li> <li>▪ 95 pts, Vinous 2016</li> </ul>	<p style="text-align: center;"><b>Best Bordeaux Blend in the WORLD</b> 2011 Estate Ferguson</p>  <p style="text-align: center;"><b>Seven Hills Vineyard Estate Perigee</b></p> <ul style="list-style-type: none"> <li>▪ 95 pts, Vinous 2018</li> <li>▪ 94 pts, Jeb Dunnuck 2017</li> <li>▪ 94 pts, Vinous 2016</li> </ul>	 <p style="text-align: center;"><b>Pepper Bridge Vineyard Apogee</b></p> <ul style="list-style-type: none"> <li>▪ 95 pts, Vinous 2018</li> <li>▪ 94 pts, James Suckling 2017</li> <li>▪ 94 pts, Wine &amp; Spirits 2016</li> </ul>
BRAND STANDARDS	Acceptable use of winery name: L'Ecole N° 41, L'Ecole No 41, L'Ecole		
SALES TOOLS	<p><b>LECOLE.COM</b> Trade &amp; Media section on with POS, accolades, tech sheets, press, photos &amp; artwork</p> <p>Large format bottles, display bottles, wine keys, posters, wine bags</p>		