

DOUBLE — LARIAT —

JAMIESON RANCH VINEYARDS



BRAND OVERVIEW

Jamieson Ranch Vineyards in southern Napa Valley has a history dating back to the mid-1800s when the rolling hillsides and vineyards were part of General Mariano Vallejo's Rancho Suscol. Today, cattle ranching and vines continue to share the land, a proud heritage we honor with our critically-acclaimed Double Lariat Napa Valley Cabernet Sauvignon.

KEY SELLING POINTS*

- FASTEST growing Cabernet Sauvignon over \$30
- Received 90+ points on last 3 vintages from Wine Enthusiast and last 2 vintages from Robert Parker, Wine Advocate
- Growing faster than well known Napa Valley Cabernet Sauvignon wines such as Stags' Leap, Jordan or Duckhorn

WINE STYLE

Bold and elegant wine that is both barrel fermented and barrel aged for balanced flavor and smooth tannins.

WINEMAKER

Linda Trotta. Linda brings three decades of winemaking experience to Jamieson Ranch Vineyards, including 20 years at Gundlach Bundschu Winery in Sonoma Valley, where she became Director of Winemaking, and more recently at Swiftwater Cellars in Washington State, where she built their winemaking program from the ground up. Linda has worked harvests around the world, including Italy, South Africa and Chile. She has managed estate vineyards and worked with long-time grower partners throughout key wine regions in various appellations within California and Washington. Linda joined Jamieson Ranch Vineyards in 2017 to lead winemaking.

ACCOLADES

96 Points, San Francisco International Wine Competition, Vintage 2014

93 Points, Tasting Panel Magazine, Vintage 2014

93 Points, Decanter Magazine, Vintage 2014

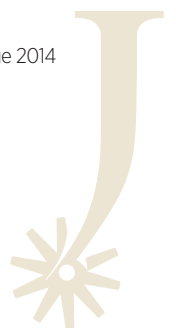
93 Points, Wine Review Online, Vintage 2014

91 Points, Robert Parker, Vintage 2014



91 Points, Wine Enthusiast, Vintage 2014

91 Points, Tasting Panel Magazine, Vintage 2015

* SOURCE: Nielsen, Total US, last 52 weeks ending 1.28.17



PRICING & BRAND STANDARDS

		PRODUCT/VARIETAL	
		Cabernet Sauvignon 	
BRAND STANDARDS	APPELLATION	Napa Valley	
	KEY COMPETITORS	Mt. Veeder, Whitehall Lane, Rutherford Hill	
PRICING STANDARDS	FRONTLINE/ SRP	\$55	
	PROMOTED/ EVERYDAY	\$39.99	
	DEEP	\$34.99	
	BTG	\$20	
	WINELIST	\$70	
	WINE LIST GUIDELINES	Double Lariat by Jamieson Ranch Vineyards Cabernet Sauvignon	

TARGET CHANNEL GUIDELINES	Premium Grocery	Mainstream Grocery	Value / Mass Club /Drug	Liquor	C-Store	Fine Dining	Upscale Casual	Family Casual	Hospitality
	X			X		X			