

DOUBLE — LARIAT —

JAMIESON RANCH VINEYARDS



BRAND OVERVIEW

Double Lariat, which means double lasso, honors our winery's ranching tradition and our winemaking philosophy. Every year, our winemaker hand-selects exceptional vineyards from microclimates all over the Napa Valley with the goal of making the true representation of Napa Valley Cabernet Sauvignon for that vintage. Just as lassos are threads woven together, our Double Lariat Napa Valley Cabernet Sauvignon is woven together by our award-winning winemaker. Double Lariat is a complex and layered wine that exhibits the power and elegance of Napa Valley vineyards.

KEY SELLING POINTS*

- Over 5 years of 90+ scores from James Suckling, Wine Enthusiast and Robert Parker
- Six-pack case shipper and tapered Bordeaux bottle
- The \$30-50 Napa Valley Cabernet category is growing +11%*

WINE STYLE

Beautifully dark, this Cabernet Sauvignon delights the palate with its soft, rich mouthfeel and supple tannins. This wine is both barrel-fermented and barrel-aged, which imparts freshness and integrated fruit-flavors and tannins. Bold and elegant, Double Lariat is accessible for any occasion and any connoisseur.

WINEMAKER

Linda Trotta. Linda joined Jamieson Ranch Vineyards in 2017 following a career spanning three decades and four continents. Prior to 2017, Linda was Head Winemaker at Swiftwater Cellars in Washington State, where she built the winemaking program. Previously, Linda served as Director of Winemaking at Sonoma Valley's renowned Gundlach Bundschu Winery. In her twenty years there, she implemented advances in winemaking techniques and vineyard practices. A southern California native, Linda earned her degree in Enology from UC Davis. She is involved with organizations that champion the advancement of women's careers in wine.


ACCOLADES

2018 Napa Valley Winemaker of the Year, North Bay Business Journal
Double Gold Medal, San Francisco Chronicle Wine Competition, Vintage 2016
90 Points, James Suckling, Vintage 2015
91 Points, Robert Parker, Vintage 2014

*SOURCE: Nielsen, Total US, last 52 weeks ending 12.01.18



PRICING & BRAND STANDARDS

<div>DOUBLE LARIAT</div>		PRODUCT/VARIETAL	
		<div>Cabernet Sauvignon</div> <div></div>	
BRAND STANDARDS	APPELLATION	Napa Valley	
	KEY COMPETITORS	Mt. Veeder, Whitehall Lane, Rutherford Hill	
PRICING STANDARDS	FRONTLINE/ SRP	\$50	
	PROMOTED/ EVERYDAY	\$44.99	
	DEEP	\$39.99	
	BTG	\$22	
	WINELIST	\$70	
	WINE LIST GUIDELINES	Double Lariat Cabernet Sauvignon by Jamieson Ranch Vineyards	

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