

2017 PINOT GRIS FACT SHEET

BENTON-LANE
WINERY



NAMING	Benton-Lane Pinot Gris (2017)
KEY SELLING POINTS	<ol style="list-style-type: none"> Overdelivering on Quality: Accessibly priced but backed up by scores and accolades. Consistent Quality: 4+ years of 90+ scores from Wine Enthusiast or Wine Spectator Category Growth: Oregon sales are exploding, poised for breakout growth in 2019. Oregon Pioneers: Crafted from one of the original pioneers of Oregon Pinot Noir and Chardonnay
TASTING NOTES	Aromas of delicate honeysuckle blossom, lemon lime zest, and grapefruit give way to flavors of pineapple, Granny Smith apple and lemon meringue. The mouthfeel is wonderfully balanced with a hint of cream balanced by striking acidity.
APPELLATION	Willamette Valley
WINEMAKERS	Steve Girard & Michael Hammond
WINEMAKING	Pressed whole cluster. Fermented to in stainless steel tanks without undergoing malolactic fermentation.
TARGET ACCOUNTS	<ul style="list-style-type: none"> - BTG and BTB at high velocity dining accounts. - Seafood-focused on premise locations. - Independent fine wine retail.
PRICING 750ML/12	750ML: FOB: \$150 // EVERYDAY: SRP: \$29.99 // BTG: \$12 // Wine List: \$50
SHIPPING DATE	March 18, 2019
SGWS CIC CODE	750ML: 935977
UPC CODE	780383050327
CLOSURE	Screw Cap
TOOLS	Staff Training Kits // Sell Sheets
ACCOLADES	Most Top 100 Wines of the World in Oregon (Still wine producers)