

VINTAGE 2015 RELEASE FACT SHEET

BENTON-LANE
WINERY

MENU/SHELF NAMING	Benton-Lane Estate Pinot Noir (2015)
KEY SELLING POINTS	<ol style="list-style-type: none"> 100% Estate-Grown: 100% estate-grown Pinot Noir – a true differentiator at the price point Category Growth: Oregon Pinot Noir is +17% and the #1 growth wine region in the off premise* Farming Innovation: Farmed using a proprietary blend of organic, biodynamic and sustainable practices Awarded: 91 PTS - James Suckling. More Top 100 Wines of the World than any still wine producer in Oregon
TASTING NOTES	Luscious black fruit with boysenberry, blueberry along with white pepper and a sweet toasted oak on the finish. Wonderfully balanced with Benton-Lane's signature silky mouthfeel.
APPELLATION	Willamette Valley
WINEMAKERS	Steve Girard & Michael Hammond
WINEMAKING	Fermented in small 1.25-ton open top fermenters. Aged in 100% French Oak (17% new) for 8 months.
TARGET ACCOUNTS	<ul style="list-style-type: none"> - BTG and BTB at high velocity dining accounts that feature premium wines on the BTG list - Displayed on the floor in national chain accounts and local fine wine retail - BTG as the only 'Oregon Pinot Noir' option on a wine list - Hotel and Resort where screw cap and varietal align with business needs and consumer preference
PRICING	750ML: FOB: \$210 // EVERYDAY: SRP: \$29.99 // FEATURE: 24.99 // BTG: \$12 // WINE LIST: \$75 375ML: FOB: \$93 // SRP: \$14.99 // WINE LIST: \$30
SHIPPING DATE	February 1, 2019
SGWS CIC CODE	750ML: 925144 375ML: 905180
UPC CODE	780383069619
CLOSURE	SCREW CAP
FORMATS AVAILABLE	750ML & 375ML
SELLING + DISPLAY TOOLS	String Neckers // Staff Training Kits // Sell Sheets
ACCOLADES	91 PTS from James Suckling. Most Wine Spectator Top 100 Wines of the World in Oregon (Still wine producers)