

BRAND SUMMARY

KNIGHTS BRIDGE WINERY

Knights Bridge

HISTORY	Founded in 2006 by brothers Jim and Essel Bailey and friend Tom Costin, Knights Bridge Winery is well known for its elegant, small-lot Sauvignon Blanc, Chardonnay and Cabernet Sauvignon with fruit from the Knights Valley estate vineyard. Nestled in the pristine, undeveloped west side of the valley, the organically farmed estate rises to 900 feet in elevation on the rocky slopes of the Mayacamas mountain range, at the perfect intersection of climate and location. Guided by a deep respect for nature, Knights Bridge seeks to make wines of energy and purpose that are unmistakable expressions of their estate terroir.												
WINEMAKER	Douglas Danielak												
BRAND VISION	We are dedicated to the ideal of making terroir-driven wines that are truly distinctive to our Knights Valley estate vineyard site.												
CORE CONSUMER	Sophisticated, discerning collectors seeking small-lot, undiscovered gems representing value or unconventional options in the cult-luxury category. Core Knights Bridge consumers are traditionalist image-seekers, with few limits on their purchasing power. As connoisseurs and luxury buyers, they consider consumption of exceptional wines as de rigueur for their lifestyle.												
DISCOVER	Recommendations from trusted hospitality professionals, fellow collectors, wine critics, sommeliers, luxury lifestyle publications.												
WINES & PRICING	<table><tr><td>Sauvignon Blanc, Pont de Chevalier \$40 SRP</td><td>Sauvignon Blanc, Fairview \$70 SRP</td></tr><tr><td>Chardonnay, Pont de Chevalier \$50 SRP</td><td>Cabernet Sauvignon, Linville \$150 SRP</td></tr><tr><td>Chardonnay, West Block \$85 SRP</td><td>Cabernet Sauvignon, Collinwood \$150 SRP</td></tr><tr><td>Chardonnay, East Block \$75 SRP</td><td>Cabernet Sauvignon, Haggerty \$150 SRP</td></tr><tr><td>Petit Verdot \$75 SRP</td><td>Cabernet Sauvignon, To Kalon \$175 SRP</td></tr><tr><td>Cabernet Sauvignon, Knights Valley \$115 SRP</td><td>Cabernet Sauvignon, Dr. Crane \$175 SRP</td></tr></table>	Sauvignon Blanc, Pont de Chevalier \$40 SRP	Sauvignon Blanc, Fairview \$70 SRP	Chardonnay, Pont de Chevalier \$50 SRP	Cabernet Sauvignon, Linville \$150 SRP	Chardonnay, West Block \$85 SRP	Cabernet Sauvignon, Collinwood \$150 SRP	Chardonnay, East Block \$75 SRP	Cabernet Sauvignon, Haggerty \$150 SRP	Petit Verdot \$75 SRP	Cabernet Sauvignon, To Kalon \$175 SRP	Cabernet Sauvignon, Knights Valley \$115 SRP	Cabernet Sauvignon, Dr. Crane \$175 SRP
Sauvignon Blanc, Pont de Chevalier \$40 SRP	Sauvignon Blanc, Fairview \$70 SRP												
Chardonnay, Pont de Chevalier \$50 SRP	Cabernet Sauvignon, Linville \$150 SRP												
Chardonnay, West Block \$85 SRP	Cabernet Sauvignon, Collinwood \$150 SRP												
Chardonnay, East Block \$75 SRP	Cabernet Sauvignon, Haggerty \$150 SRP												
Petit Verdot \$75 SRP	Cabernet Sauvignon, To Kalon \$175 SRP												
Cabernet Sauvignon, Knights Valley \$115 SRP	Cabernet Sauvignon, Dr. Crane \$175 SRP												
FORMATS	375 mL, 750 mL, Large Format												
COMPETITIVE SET	Skipstone, Morlet, Melka, Peter Michael, Stonestreet, Paul Hobbs												
ESTATE ACRES	100 total acres; 49.62 acres planted												
CHANNEL STRATEGY	70% On-Premise, 30% Off-Premise												
KEY ACCOLADES	<p>Sauvignon Blanc, Pont de Chevalier 91 POINTS, ROBERT PARKER, WINE ADVOCATE, V17 Chardonnay, Pont de Chevalier 94 POINTS, ROBERT PARKER, WINE ADVOCATE, V17 Chardonnay, West Block 95 POINTS, ROBERT PARKER, WINE ADVOCATE, V17 Chardonnay, East Block 95 POINTS, ROBERT PARKER, WINE ADVOCATE, V17 Cabernet Sauvignon, Knights Valley 91 POINTS, ROBERT PARKER, WINE ADVOCATE, V16</p>												
RETAIL STANDARDS	Eye-level shelf placement next to competitive set in luxury section.												
MERCHANDISING TOOLS	On- and off-premise toolkits												
WEBSITE	knightsbridgewinery.com												
SOCIAL MEDIA	Facebook facebook.com/knightsbridgewinery Instagram @knightsbridgewinery												