

Pump up Pinot!

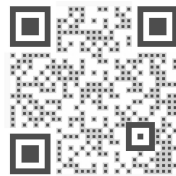
Our F23 Goal: Double Pinot Noir in every market



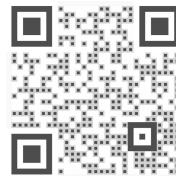
Channel	On-Premise & Off-Premise
Key Competitor	Decoy
Key Motivation	<i>Extend Occasions</i> Promotes our artisanal excellence and limited production winemaking techniques.
Appellation	Estate-Bottled, Russian River Valley

Sonoma-Cutrer is **more than doubling its media investment** for F23, driving awareness for the brand and Russian River Valley Pinot Noir.

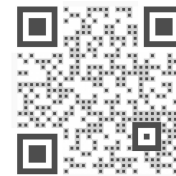
Estimated **100MM Impressions**
(+130% vs LY)!



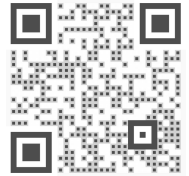
Pinot Production



Russian River Ranches
Pinot Noir



Owsley Vineyard



Vine Hill Vineyard

Please enjoy our wines responsibly.

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[Link to 2019 RRV Pinot Noir Tasting Notes on BAR+](#)

Russian River Valley Pinot Noir is a handcrafted wine from a winery that consumers know and trust.

Sonoma-Cutrer Russian River Valley Pinot Noir Program

The Perfect Appellation

Russian River Valley is one of the best appellations for growing excellent Pinot Noir. Our Russian River Valley Pinot is crafted from grapes grown in our Owsley and Vine Hill estate vineyards in the Russian River Valley.

Our ten acres of Pinot Noir in the Owsley Vineyard is exposed to dramatic temperature changes, from warm days to cool, foggy nights, creating concentrated and complex flavors in the grapes.

Vine Hill Vineyard with its nearly 300 feet of elevation change allows each ridge, slope, and valley to contribute unique characteristics to the grapes.

A Legacy of Acclaim

For more than a decade, Sonoma-Cutrer Russian River Valley Pinot Noir has won rave reviews, ratings and awards from some of the country's most prestigious competitions and wine writers. Some of the top awards recent awards include:

Vintage 2018:

2020 Sommelier Challenge Wine Competition, Platinum, 94 points

2019 Ultimate Wine Challenge, Chairman's Trophy - 96 points, Ultimate Recommendation

2019 Sommeliers Choice Awards by Beverage Trade Network, Best Pinot Noir of the Year, 94 Points, Gold Medal

Vintage 2019:

2022 West Coast Wine Challenge, Gold, 93 points

2022 San Diego International Wine & Spirits Challenge, Gold

Dedication to Handcraft

Pinot Noir grapes are delicate and their thin skins require rigor and attention in the winemaking process.

Sonoma-Cutrer takes many special steps when handcrafting Pinot Noir, including:

- Separate, artisan Pinot Noir winery
- Early morning hand harvesting
- Hand sorting
- Whole cluster pressing
- 4-day cold soaking
- Hand punch-down in open top fermenters
- Gentle grape pressing with basket presses
- Small batch gravity racking to French Oak barrels