



CALIFORNIA

BRAND POSITIONING

Harken is a Chardonnay lover's Chardonnay, designed to make delicious, high quality, California Chardonnay accessible for everyone.

CONSUMER TARGET

- 35+ Chardonnay Drinkers
- Confident & curious. High wine knowledge & engagement with category
- Highest spenders of wine & frequents social drinkers



AWARD WINNING QUALITY

90
PTS

91
PTS

#1 CHARDONNAY
BEST BUY
WINE ENTHUSIAST



BRAND/PRODUCT HIGHLIGHTS

Bold, yet smooth with delicious buttery, oaky, and toasty notes that delight the palate in every sip

- **100% Barrel Aged** for a minimum of 8 months. We exclusively use custom fusion barrels for aging, with 50% American & 50% French Oak. Never use Oak staves, chips, powder or dust.
- **100% Barrel Fermented for a rounder, more complex mouthfeel** – most Chardonnays are fermented in stainless steel because it's faster, cheaper and easier but it doesn't create the same results.
- **100% Hand Stirred Aging** to improve mouthfeel & creaminess

LEADER IN SUSTAINABILITY



PORTFOLIO LINE-UP



At Harken Wine we have a singular focus...make the best Chardonnay possible!

SECONDARY FORMATS:
19L Keg

ABOUT THE WINEMAKER



Adam Popp
Harken Winemaker

Adam was born & raised in the shadow of some of some of California's most storied Chardonnay vineyards & worked his way up through wineries in Paso Robles.

As the lead Winemaker for Harken, Adam practices classic winemaking techniques while championing new initiatives such as sustainability and transparency.

But it's his love of the barrel that really sets Adam apart. He is one of the foremost experts in the wine industry on barrel fermentation, barrel aging (understanding oak influence on wine), and Chardonnay. Every bottle of Harken is proof that there's no substitute for his know-how.

BRAND STORY

For our founder, Jeff O'Neill, it started with a glass of wine 6,000 miles from home on a tour of Argentina with wine pioneer Paul Hobbs. The wine was a chardonnay. And not just any chardonnay - an oaky, buttery chardonnay that took Jeff back to the days when California Chardonnay was king. It was a taste he knew well, and he reveled in it. That moment planted the seed. What came next helped it blossom into Harken.

Jeff knew he had enjoyed a top-quality chardonnay so he was expecting to pay top shelf price but that wasn't the case. He'd have to pay 2-3 times as much for a Chardonnay this flavorful in the States. Right then, Jeff made it his mission to change that. The world wasn't missing another good, expensive chardonnay. It was missing a great chardonnay that didn't require a fancy dinner to enjoy it.

From sourcing premium grapes from sustainable vineyards in top regions in California to aging our wine in unique fusion oak barrels and hand stirring them regularly for months while the wine ages, there are no shortcuts to getting the oaky flavor and buttery mouthfeel of Harken.

CERTIFIED SUSTAINABLE • INGREDIENT LABELING FOR TRANSPARENCY • GLUTEN FREE •

