

CHATEAU JULIEN.  
WINE ESTATE



MONTEREY COUNTY | CALIFORNIA

# About the Winery



## History

In the late 1970's, Bob and Patty Brower set out to fulfill their dream. Originally from the East Coast, they had a passion for wine and admired the French hospitality encountered while traveling in Europe. They saw the potential in Monterey County as a quality wine growing region, and in 1982 began building what is now known as Chateau Julien Wine Estate in Carmel Valley, California.

## Vineyards

In 1996, Chateau Julien Wine Estate started a new venture with a partnership in an "Estate Vineyard" in South Monterey County's San Antonio Valley AVA. Over 25% of the 246-acre vineyard is planted with the winery's flagship varietal, Merlot. The vineyard's slight elevation, diurnal temperature variations and ideal gravelly, loam soil result in wines with intense varietal characteristics unique to Monterey County.

## Estate

Classic French architecture provides the foundation for the ultimate union of traditional winemaking, modern technology and old-world ambiance. Beautifully manicured gardens, six acres of lush vineyards and meandering cobblestone pathways grace the Estate grounds. The full capacity winery welcomes guests daily to share the warmth of wine country & savor the elegance of its celebrated wines.

# OVER 30 YEARS OF AWARDS & ACCOLADES

1982-2013

32

90-point wines

68

*Wine Enthusiast*  
Recommendations

155

“Best Buy” accolades

1133

Total awards & accolades  
for Chateau Julien wines

136

Gold Medals

73

Unique Publications

370

Awards &  
accolades for  
Flagship Merlot





## 2011 ROYALTY RED

**Tasting Notes:** A deep dark red hue, and rich purple edge is followed by a plum, jammy aroma reminiscent of freshly ripened fruit. Its mild, smooth tannins showcase a bit of oak aging, balanced with complexity through the finish.

**Appellation:** Central Coast

**Varietal Composition:**  
48% Merlot, 36% Cabernet Sauvignon, 16% Syrah

**Barrel Aging:** Aged for 12 months in 1 & 2 year old French & American medium toast oak barrels.



## 2011 Merlot

**Tasting Notes:** Forward fruit aromas of ripe plum, cherry and soft raspberry balance mild tannins and a hint of cedar. A full bodied palate with complexity through the finish.

**Appellation:** Central Coast

**Varietal Composition:**  
85% Merlot  
15% Cabernet Sauvignon

**Barrel Aging:** Aged for 14 months in 1 & 2 year old French & American medium toast oak barrels after 12 days of warm, temperature controlled fermentation on the skins.



## 2011 Cabernet Sauvignon

**Tasting Notes:** Aromas of dark blackberry fruit, dark chocolate and spice are highlighted by the perfect touch of vanilla. Medium bodied and well balanced with structure through a full, round finish.

**Appellation:** Central Coast

**Varietal Composition:**  
100% Cabernet Sauvignon

**Barrel Aging:** Slow fermented on the skins for two weeks and aged for 14 months in 1 & 2 year old French & American oak barrels.



## 2012 Chardonnay

**Tasting Notes:** Aromas of ripe peach, pear and lemony citrus are complemented with notes of toasted vanilla on the palate. Nice texture and balanced acidity with well integrated components through a full finish.

**Appellation:** Monterey County

**Varietal Composition:**  
100% Chardonnay

**Barrel Aging:** 100% barrel fermented and aged for 9 months in 1 & 2 year old French & American medium toast oak barrels.



## 2012 French Kiss

**Tasting Notes:** This unique blend of Chenin Blanc & Viognier is refreshing and crisp, allowing the flavors of the ripe peaches, melons and blooming flowers to contribute to its aromatic enjoyment. Pairs nicely with fresh salads and seafood.

**Appellation:** California

**Varietal Composition:**  
70% Chenin Blanc  
30% Viognier

**Barrel Aging:** 100% Stainless Steel Fermented



## 2012 Pinot Grigio

**Tasting Notes:** A forward floral aroma of sun-basked honeysuckles complements a lively acidity and fresh melon nuances.

**Appellation:** Monterey County

**Varietal Composition:**  
97% Pinot Grigio  
3% Gewurztraminer

**Barrel Aging:** Cold fermented at the wine estate in our stainless steel tanks, and Pris de Mousse yeast was used to complete the fermentation.

# IT'S NOT JUST WINE... IT'S CHÂTEAU JULIEN.

## OUR MISSION

**OUR CORE COMPANY FOCUS IS TO REMAIN COMPETITIVE AND INNOVATIVE IN A CONTINUOUSLY EMERGING WINE MARKET; PRODUCING QUALITY PRODUCTS THAT APPEAL TO A WIDE RANGE OF WINE DRINKERS AT AN AFFORDABLE PRICE IS OUR EVERYDAY GOAL.**

## WHY CHOOSE CHÂTEAU JULIEN?

- We are one of the oldest wineries in Monterey County, surpassing 31 years in business.
- We have had the same winemaker since our first vintage in 1982 - which is almost unheard of.
- We produce Estate Grown wines from our 246 acre vineyard, allowing us to be consistent in both pricing and quality.
- We pride ourselves on every Chateau Julien wine being unique, making them different than many mainstream brands.
- We are family owned and operated with one main goal, to produce wines for which customers will keep coming back.



CHATEAU JULIEN.  
WINE ESTATE  
Barrel Select Wines

OUR NEWEST ADDITION

*French Kiss*



**WINEMAKERS NOTES:**  
This unique blend of Chenin Blanc & Viognier is refreshing and crisp, allowing the flavors of ripe peaches, melons and blooming flowers to contribute to its aromatic enjoyment. Pairs nicely with fresh salads and seafood.

**AWARDS:**  
Ultimate Wine Challenge  
Very Good, Strong  
Recommendation

THE ROMANTIC RED

*Cabernet Sauvignon*



**WINEMAKERS NOTES:**  
Soft blackberry fruit & dark chocolate are highlighted by a nice hint of vanilla and spice. Well balanced with medium body and structure through a full, round finish.

**AWARDS:**  
Beverage Testing Institute  
World Value Challenge  
**GOLD MEDAL**  
92 points, Cellar  
Selection &  
2012 BEST CALIFORNIA  
RED WINE UNDER \$15

winesonline.com  
88 Points

Beverage Testing Institute  
88 Points

THE PEOPLE'S CHOICE

ROYALTY RED



**WINEMAKERS NOTES:**  
This wine's deep dark red hue, and rich purple edge is followed by a plum, jammy aroma reminiscent of freshly ripened fruit. Its mild, smooth tannins showcase a bit of oak.

**AWARDS:**  
Beverage Testing Institute  
World Value Challenge  
**Silver Medal, 88 points**  
and Highly  
Recommended

Mundus Vini 2013 Great  
International Wine Award  
**Silver Medal**

Ultimate Wine Challenge  
Score 87 & Great Value

Wine Tasting Institute  
4 Stars

Wine Enthusiast  
Score 86

San Francisco International  
**Silver Medal**

OUR FLAGSHIP WINE

*Merlot*



**WINEMAKERS NOTES:**  
Forward fruit aromas of ripe plum, cherry and soft raspberry balance mild tannins and a hint of cedar. A full bodied palate with refinement through the finish.

**AWARDS:**  
Beverage Testing Institute  
World Value Challenge  
**2013 GOLD MEDAL**  
90 points & Best Buy

Beverage Tasting Institute  
**2012 GOLD MEDAL**  
92 points "Exceptional" &  
2012 BEST CA RED WINE  
UNDER \$15

CA State Fair  
Score 93, **Silver Medal**

Tasting Panel Magazine  
88 Points

Beverage Dynamics  
90 Points

Sante Magazine  
"A Great BTG Choice."

A MONTEREY STAPLE

*Chardonnay*



**WINEMAKERS NOTES:**  
Hints of lemon drops & ripe pear complement forward fruit aromas of buttercream and vanilla. A nice texture with superb sugar & acidity through a full finish.

**AWARDS:**  
Tasting Panel Magazine  
**90 Points**

Beverage Testing Institute  
**88 Points**

Beverage Testing Institute  
World Value Challenge  
**Silver Medal and Highly  
Recommended**

START THE DAY

*Pinet Grigio*



**WINEMAKERS NOTES:**  
A forward floral aroma of sun basked honeysuckles complements lively acidity and fresh melon nuances.

**AWARDS:**  
Beverage Testing Institute  
World Value Challenge  
**Silver Medal,**  
89 points and Highly  
Recommended

## BROAD MARKET DISTRIBUTION GUIDELINES

PRODUCT PRESENTATION: FRENCH KISS | PINOT GRIGIO | CHARDONNAY | CABERNET SAUVIGNON | MERLOT | ROYALTY RED

### CORE ITEMS



**ROYALTY RED**  
SALES PRIORITY #2

**\$12.99**  
SUGGESTED RETAIL

APPELLATION: Monterey County

PRODUCT DESCRIPTION: Feel like royalty when indulging in this imperial blend of Merlot, Cabernet Sauvignon, and Syrah.

FLAVOR PROFILE: The intense flavors of plum and cherry enhance the taste of spice and chocolate which complement a smooth finish.

OFF-PREMISE FOCUS: Primary (Shelf & Display)  
ON-PREMISE FOCUS: Secondary (BTG & Features)



*Merlot*  
SALES PRIORITY #1

**\$12.99**  
SUGGESTED RETAIL

APPELLATION: Monterey County

PRODUCT DESCRIPTION: Merlot was the first varietal we produced in 1982 and continues to be the "Flagship" and top selling wine from the Estate to this very day.

FLAVOR PROFILE: Our #1 selling wine! Enjoy flavors of blueberry, rich plums and red raspberry, complemented by a luscious finish.

OFF-PREMISE FOCUS: Primary (Shelf & Display)  
ON-PREMISE FOCUS: Secondary (BTG & Features)



*French Kiss*  
SALES PRIORITY #3

**\$12.99**  
SUGGESTED RETAIL

APPELLATION: California

PRODUCT DESCRIPTION: This unique blend of Chenin Blanc and Viognier creates an aromatically enjoyable and palate friendly wine for everyday enjoyment.

FLAVOR PROFILE: Unforgettable perfection. Lovely flavors of melon, peaches and blooming flowers contribute beautifully to the crisp, light finish.

OFF-PREMISE FOCUS: Primary (Cold Box & Display)  
ON-PREMISE FOCUS: Secondary (BTG & Features)

### COMPETITION BRANDS



### SHELF STANDARDS

### RETAIL OBJECTIVES

|               |   |
|---------------|---|
| POSITION      | Place in domestic blend or "interesting reds" section.  |
| FLOW          | Next to or between Red Splash and Primal Roots.   |
| FACINGS       | Obtain maximum space, 2+ facings. Equal to, or greater than competition brands.               |
| FAMILY SETS   | <b>YES</b> - Maximize in-store presence. Evaluate store set and competition brand placements. |
| VARIETAL SETS | <b>YES</b> - Maximize in-store presence. Blend section - Priority placement.                  |

FLOORING STANDARDS: 3 TO 5 COMBO CASE PACK WITH *French Kiss*  
ACCOUNT CLASSIFICATION: CHAIN, A, B, & C LEVEL ACCOUNTS

### COMPETITION BRANDS



### SHELF STANDARDS

### RETAIL OBJECTIVES

|               |   |
|---------------|---|
| POSITION      | Place in domestic Merlot section set by varietal.   |
| FLOW          | Next to or between Red Rock and Blackstone.   |
| FACINGS       | Obtain maximum space, 2+ facings. Equal to, or greater than competition brands.               |
| FAMILY SETS   | <b>YES</b> - Maximize in-store presence. Evaluate store set and competition brand placements. |
| VARIETAL SETS | <b>YES</b> - Maximize in-store presence. Varietal Set - Priority placement.                   |

FLOORING STANDARDS: 5 CASE SINGLE ITEM STACK  
ACCOUNT CLASSIFICATION: CHAIN, A, B, & C LEVEL ACCOUNTS

### COMPETITION BRANDS



### SHELF STANDARDS

### RETAIL OBJECTIVES

|               |   |
|---------------|---|
| POSITION      | Place in White Blend, Pinot Grigio, Moscato or Sauvignon Blanc section.                             |
| FLOW          | Next to or between Sterling and Cupcake.  |
| FACINGS       | Obtain maximum space, 2+ facings. Equal to, or greater than competition brands.                     |
| COLD BOX      | Place amongst Pinot Grigio and Sauvignon Blanc.   |
| FAMILY SETS   | <b>YES</b> - Maximize in-store presence. Evaluate store set and competition brand placements.       |
| VARIETAL SETS | <b>YES</b> - Maximize in-store presence. Cold Box and Sauvignon Blanc Section - Priority placement. |

FLOORING STANDARDS: 3 TO 5 COMBO CASE PACK WITH *ROYALTY RED*  
ACCOUNT CLASSIFICATION: CHAIN, A, B, & C LEVEL ACCOUNTS

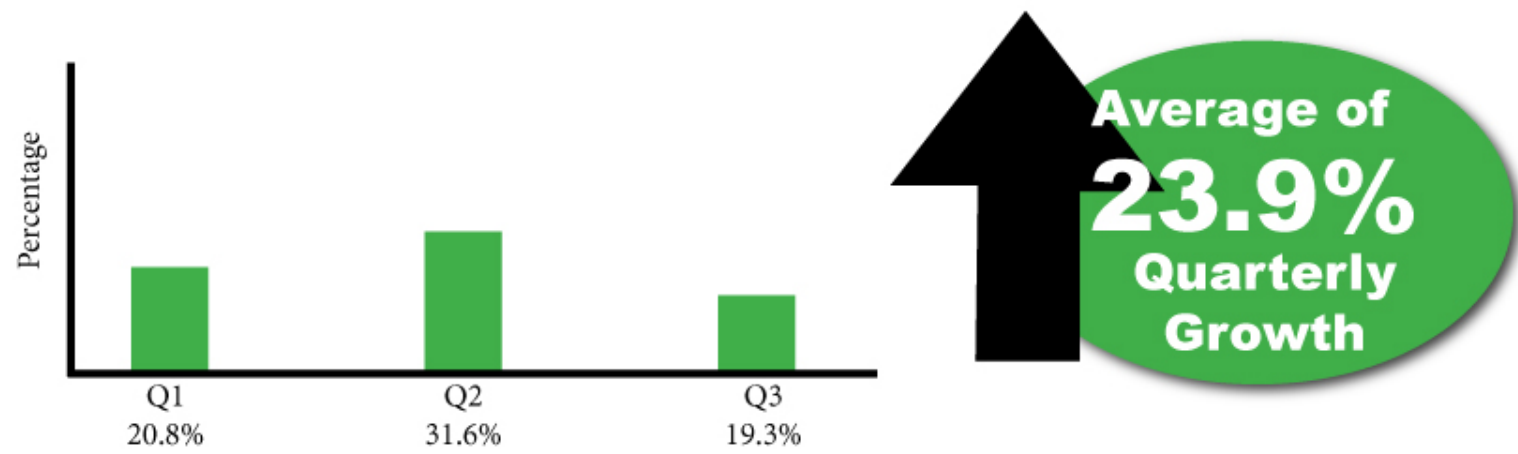


# 2014 CHATEAU JULIEN PROGRAM CALENDAR

| PERIOD                                 | MARKETING  | PROGRAMMING                                  | FOCUS ITEM                                      | BRAND FOCUS                         | CONSUMER REBATES  |  |
|--|--|--|---|-------------------------------------|---|--|
| FIRST QUARTER - CORE PRODUCTS          |  |  |   |                                     |   |  |
| JANUARY                                | "Big Three" Support Package<br>Valentine's Day Promotion | Everyday Deal                                | "Big Three"<br>Merlot, Royalty Red, French Kiss | Distribution Expansion              | No Rebate Program   |  |
| <b>FEBRUARY</b>                        | Rebate Shipment  | <b>DRIVE MONTH</b><br>DEEP DEALS - INCENTIVE | All BBL SKU's                                   | <b>Volume Drive</b>                 | No Rebate Program   |  |
| MARCH                                  | New Package Launch<br>Rebate to Market                   | Everyday Deal                                | "Big Three"<br>Merlot, Royalty Red, French Kiss | Distribution Expansion              |    |  |
| SECOND QUARTER - ROSÉ                  |  |  |   |                                     |   |  |
| APRIL                                  | Rebate to Market   | Everyday Deal                                | Chardonnay, Cabernet,<br>Pinot Grigio           | Distribution Expansion              |   |  |
| <b>MAY</b>                             | Rebate to Market   | <b>DRIVE MONTH</b><br>DEEP DEALS - INCENTIVE | All BBL's SKU's                                 | <b>Volume Drive</b>                 |   |  |
| JUNE                                   | Summer Support Package                                   | Everyday Deal                                | Chardonnay, Cabernet,<br>Pinot Grigio           | Distribution Expansion              | No Rebate Program   |  |
| THIRD QUARTER - PRIVATE RESERVE MERLOT |  |  |   |                                     |   |  |
| JULY                                   | Brand Education Month                                    | Everyday Deal                                | French Kiss, Pinot Grigio,<br>Chardonnay        | Distribution Expansion              | No Rebate Program   |  |
| <b>AUGUST</b>                          | Customer Interaction<br>Campaign                         | <b>DRIVE MONTH</b><br>DEEP DEALS - INCENTIVE | All BBL's SKU's                                 | <b>Volume Drive</b>                 | No Rebate Program   |  |
| SEPTEMBER                              | Rebate Shipment<br>National Merlot Month                 | Everyday Deal                                | Private Reserve<br>Specialty Item Release       | Distribution Expansion              | No Rebate Program   |  |
| FOURTH QUARTER - GEWÜRZTRAMINER        |  |  |   |                                     |   |  |
| <b>OCTOBER</b>                         | Holiday Package  | <b>DRIVE MONTH</b><br>DEEP DEALS - INCENTIVE | All BBL's SKU's                                 | <b>Volume Drive</b><br>KEY ACCOUNTS |  |  |
| <b>NOVEMBER</b>                        | Display Merchandising                                    | <b>DRIVE MONTH</b><br>DEEP DEALS - INCENTIVE | All BBL's SKU's                                 | <b>Volume Drive</b><br>KEY ACCOUNTS |   |  |
| DECEMBER                               | Display Merchandising                                    | Everyday Deal                                | Merlot - Royalty Red<br>& Cabernet              | <b>FINAL PUSH!</b>                  |   |  |



# 2013 Quarterly National Growth Rate



## Nationwide Proven Sellers

**New Item!**



*French Kiss*

**Developing strong sales traction since nationwide launch May of 2013. On track to be a summer “top seller” with consumer response.**

**The Innovation**



**No. 1 Seller**



**Fast Mover**



**Hot Varietal**



**The Staple**



**Everyday Enjoyment**