

FLOWERS SONOMA COAST CHARDONNAY

FLOWERS
Vineyards & Winery

OCEANSIDE ELEVATIONS

Flowers wines are a reflection of the unique climate, soils, ocean proximity, exposures and rugged nature of the extreme Sonoma Coast. The Pacific Ocean is just 2 miles from our estate vineyards generating cooling sea breezes and coastal fog to create an ideal growing environment for Pinot Noir and Chardonnay. Minimal intervention in the cellar leads to purity of flavor, complexity and true balance of wines. The result is distinctive minerality, fresh acidity, bright fruit character and a hint of coastal salinity. Wines that speak to place.



THE ROAD TO FLOWERS



GROWER FAMILY

Flowers elegant style is a direct reflection of the exceptional vineyards and farming practices of our long term grower family. Sustainable and organic farming practices and vineyards that express the far west Sonoma Coast are paramount.

2014 FLOWERS SONOMA COAST CHARDONNAY

Light straw hue. Expressive aromas of citrus zest and lime-blossom are highlighted by honeysuckle and wet flint. The palate is heightened by a compelling, site-specific minerality, textural salinity, and precise acidity that carry brilliantly through the finish. A true expression of both the grape and its proximity to the Pacific Ocean.

THE MOST POPULAR WINES IN AMERICA'S TOP RESTAURANTS

American New Releases

(listed #2 slot)

90 pts Flowers 2014 Sonoma Coast Chardonnay



FLOWERS CHARDONNAY LEADS THE CATEGORY

TOP GROWTH WINE

#3 \$40-\$60 Chardonnay

- Growth outpacing Top 5 \$40-\$60 leaders
- Growth 4x category growth (+21.6% vs +5.5% category)
- Double digit growth despite average price change +8%

FLOWERS IS A DIFFERENTIATED STYLE

Category is dominated by big, buttery Napa Valley Chardonnays

TOP TURNING WINE

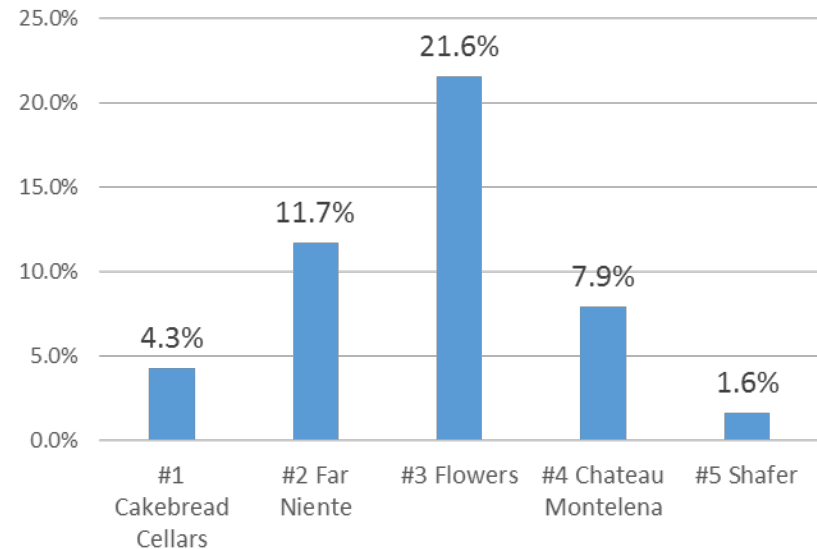
#2 Fastest turning \$40-\$60 Chardonnay

DISTRIBUTION OPPORTUNITY

Flowers not getting its fair share

- Flowers ACV 11.1% vs competitors
- Cakebread & Far Niente ACV 32%
- Chateau Montelena ACV 24%
- Shafer ACV 16%

Top 5 \$40-\$60 Chardonnay Vol % Chg



Top 5 \$40-\$60 Chardonnay ACV%

