

King Estate Pinot Noir Differentiation Matrix



SRP: **\$18-20**



\$25-27



\$55-60

BARREL AGING	6 Months	10 Months	16 Months +
PROFILE	Highly approachable	The iconic style for the region	Highly stylized, demonstrates Estate terroir
RELEASE POINT	9 Months	13 Months	19 Months +
VINEYARD SOURCING	30-40% Estate Grown	40-60% Estate Grown	100% Estate Grown
CLOSURE	Screw Cap	Cork + Capsule	Cork + Capsule
90+ POINTS	Wine & Spirits 91 Points 2009 Vintage	Wine Enthusiast 90 Points 2008 Vintage	Wine Spectator 92 Points Wine Advocate 91 Points

Oregon's defining producer of Pinot Noir