

Cane Pruned Vines



Spur Prune Vines



TRIG POINT - SELLING POINTS

3. Aspect - East Facing

- Morning sun is less hot than afternoon
- Less direct heat in the afternoon
- Higher quality as less raisining
- Less stress on the leaf
- Less water use

TRIG POINT - SELLING POINTS

4. Orientation – north south rows

- In the northern hemisphere it is actually 2 o'clock 8 o'clock so that when the sun is hottest there is no shadow on the ground. 3pm in Aug
- With this approach there is less raisining and leaf stress so we are more likely to be able to take the grapes to full flavor ripeness

Trig Point - Selling Points

5. Glacial v River Soils

River Soils

- Low water holding capacity
- More irrigation needed
- Usually lower and so more frost prone
- De - vigor sites so early stress
- More likely to have earlier desiccation

Glacial Soils

- More water holding capacity
- Less irrigation needed
- Usually on a bench and so better air movement
- Better vigor and so easier to control growth
- Less likely to have longer hang time

TRIG POINT - SELLING POINTS

6. Site specific winemaking

- The perfect harvest is based on perfect tannin, sugar and flavor maturity in the vineyard
- In the Alexander Valley we have 150 days from bloom to harvest instead of 100 days as in Bordeaux. This allows a better ability to make fuller and more balanced wines
- Able to make the best wine by mirroring the sites terrior
- Winemaking is dialed in each year based on the vintage
- 100% hand harvest picked at the ideal temperature
- High extraction used in low tannin years and low extraction used in large tannin years
- State of the art winery to allow state of the art process

Trig Point - Selling Points

7. Famous Neighbors charging twice the price

Chardonnay

- ▣ La Crema
- ▣ Goldfield
- ▣ William Selyem
- ▣ Kosta Brown

Merlot

- ▣ Robert Young
- ▣ Clos Du Bois
- ▣ Chateau St Jean
- ▣ Ferrari-Carano

Zinfandel

- ▣ Seghesio
- ▣ Ridge
- ▣ Trentadue

Cabernet

- ▣ Jordan
- ▣ Marlstone
- ▣ Simi
- ▣ Silver Oak
- ▣ Lancaster

TRIG POINT - SELLING POINTS

8. History - of

Sign Post Vineyard -

- Used at Simi winery for 15 years.
- Is a vineyard that many other wineries take bud wood from. Old field selection

Rail Yard

- Was used by Seghesio as a single vineyard for many years
- A vineyard with perfect natural balance. Crazy good

Diamond Dust

- Cabernet site was included in Simi Cabernet Reserve for 15 years.
- The Merlot site was the Merlot part of the Marlstone blend for 10 years
- Winemaker been making wine from this site for 22 years
- They are planted to old traditional field selections and not "gigantor" clones

Trig Point Numbers

- ▣ Target is on-premise and exclusive retailers
- ▣ Currently available in 28 states
- ▣ Retail price target of:
 - Chardonnay \$24
 - Merlot \$24
 - Zinfandel \$18
 - Cabernet \$24
- ▣ Sold in 12 packs

Cases

▣ Chardonnay

■ 2014 - 848 2015 - 1000

▣ Zinfandel

■ 2013 - 158 2014 - 500

▣ Merlot

■ 2013 - 839 2014 - 2,500

▣ Cabernet

■ 2013 - 363 2014 - 5,000

Trig Point Contacts

- ▣ Trig Point is exclusive to The Sorting Table USA and Lone Tree in Canada.
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