

Title: EDNA VALLEY VINEYARD
Version: v5

| Visuals | Audio |
|---|---|
| <p>Section 1. OVERVIEW</p> <p>Still shots: Edna Valley/San Luis Obispo general area</p> <p>Ocean shots, foggy shots San Luis Obispo</p> <p>Soil close-ups – attempts to show minerality, rocky character</p> <p>Evidence of wind blowing, like trees swaying</p> <p>Chardonnay, Pinot Noir Syrah and Sauvignon Blanc beauty Cabernet Sauvignon and Merlot beauty</p> <p>Vineyards and general area, Paso Robles</p> <p>Edna Valley area Winery Tasting room (inside and out) Visual text: <i>Wine Enthusiast</i> magazine named Edna Valley</p> | <p>Section 1. OVERVIEW 1 min 10 sec</p> <p>Imagine Napa Valley 30 years ago. That’s Edna Valley right now: California’s Best Kept Secret. Breathtaking views embody every romantic vision California wine country ever conjured.</p> <p>Situated along California’s dramatic Central Coast near the thriving town of San Luis Obispo, Edna Valley’s five-mile proximity to the Pacific Ocean and its rare east-west orientation provide one of the state’s longest growing seasons. Together with mineral-rich soils, these conditions are ideal for producing the extraordinary wines of Edna Valley Vineyard.</p> <p>The cool, moderate climate and extended ripening period of the region allow us to produce Chardonnay, Pinot Noir, Syrah and Sauvignon Blanc with sumptuous character.</p> <p>Our Cabernet Sauvignon and Merlot grapes are grown in the neighboring Paso Robles region. These small hillside vineyards enjoy warmer and sunnier days, perfect for these varietals.</p> <p>Despite the Edna Valley region’s quiet reputation, guests do flock to our award-winning hospitality center, consistently rated Best Tasting Room in San Luis Obispo by locals.</p> |

| | |
|---|--|
| <p>Vineyard one of the best places in the wine country to be married.</p> | |
| <p>Section 2. HISTORY</p> <p>Paragon Vineyard</p> <p>town of Edna</p> <p>Vineyards, Edna Valley area and Paragon</p> <p>Signage around vineyards, especially vineyard names</p> <p>Evidence of wind blowing</p> <p>More vineyards</p> | <p>Section 2. HISTORY 50 sec</p> <p>In many ways, the history of Edna Valley mirrors the history of Paragon Vineyard. Located near the little-known town of Edna, the vineyard was established in 1973 by the Niven family. Paragon was the first vineyard planted in the Edna Valley American Viticultural Area or AVA and—at about twelve hundred acres—represents fifty percent of the AVA.</p> <p>The Nivens were true visionaries to see this valley’s potential. With its close proximity to cooling ocean winds, balanced by warm sunny days, the site is perfect for Chardonnay and Pinot Noir. The southern latitude provides early bud break, while the gap in the coastal mountain range draws in cool Pacific winds to prolong ripening. These conditions extend the growing season well beyond traditional vineyard sites.</p> <p>Edna Valley Vineyard is the result of a great partnership between Diageo Chateau & Estate Wines and the Niven family, one of the first families to plant vineyards in San Luis Obispo. In the early 1970's, the Nivens planted Paragon Estate Vineyard, driving the designation of Edna Valley as it’s own AVA. The Nivens continue to grow our winery’s grapes today.</p> |

Section 3. VINEYARDS

VO & Flash, then embedded video at the end

picking grapes
harvesting
sorting fruit

Paragon Vineyard

soil close-ups – attempts to show
minerality, rocky character
Chardonnay & Pinot Noir beauty

Paragon Vineyard

vineyard blocks

Visual text: HOT BRAND award
winner for 2006 from *Impact
Magazine*.

Syrah and Sauvignon Blanc beauty
Visual text: 87 Points! Sauvignon
Blanc, *Wine Spectator*.

vineyards and general area, Paso
Robles

Section 3. VINEYARDS 1 min 10 sec

Edna Valley's unique east west orientation and long, cool growing season means the region is among the first to undergo bud break and the last to be harvested. These conditions mean grapes can achieve full, complex flavors with moderate natural sugar while maintaining crisp balanced acidity.

Paragon Vineyard is surrounded by a chain of volcanic cones. These rocky soils combine with ancient ocean subsoils to impart distinctive minerality to our Chardonnay and Pinot Noir.

In the 1990s, property adjacent to Paragon was purchased and new plantings were made of Pinot Noir, Chardonnay and Pinot Gris. Edna Valley Vineyard winemakers worked closely with the Niven family to incorporate modern viticultural practices into the new vineyard blocks, featuring six different Pinot Noir clones. These clones, known for distinctive character and proven ability to perform in a cool climate, have flourished in this vineyard.

Syrah and Sauvignon Blanc are relative newcomers to Paragon, but have already achieved noteworthy quality with brilliant reviews from *Wine Spectator*, *Wine Enthusiast* and *Restaurant Wine*.

Our experience and dedication to sourcing grapes from the best vineyards in the Paso Robles area is the core of

| | |
|---|--|
| <p>sunny shots of general country Evidence of wind blowing</p> <p>soil close-ups – attempts to show minerality, rocky character</p> <p>Embedded video I don't think we have time for any of the newer questions for this section unless you want to bump the old video segments, which are pretty good.</p> | <p>our Cabernet Sauvignon and Merlot wines. Winemaker Harry Hansen and his team are well established with long-term contracts and strong relationships with our valued growers.</p> <p>Warm daytime temperatures push sugar development in the grapes while cool Pacific breezes in the evening boost bright balancing acids. The rocky, well- drained soils create high-quality fruit with minerality and intense, ripe flavors.</p> <p>Insert passages from original video of Harry Hansen here:</p> <p>00:02:08 "It, it wasn't until the early '70s, I believe 1973, that we first began to plant grapes again in Edna Valley after, after basically having had no vineyards out here for 150 years."</p> <p>00:05:26 "There's a new day in Paso Robles, the day of the wine grower, people who aren't just concerned with growing grapes as a commodity and making a sale, but people who are genuinely concerned that you be happy with the wine that you make from their product. And it's increasingly easy to find these people, but it's still not simple. I put 2500 miles on that Jeep this last summer, searching out the best vineyards and looking for the people who were willing to put in the time and effort necessary to grow wine."</p> <p>00:06:00 "Last summer when I was meeting the growers that I work with, and buying their fruit from them and tasting the fruit in the vineyards, I thought, you know, this is good fruit. This is really good fruit. It's very tasty. But it wasn't until I made the wines this past Fall that I really got it. I just, I had that moment where I said, "You know, this is good.""</p> |
| <p>Section 4. WINEMAKING</p> <p>VO & Flash, then embedded video at the end winemaking activities</p> | <p>Section 4. WINEMAKING 1 min 10 sec</p> <p>At Edna Valley Vineyard, our winemaking philosophy is minimal intervention. We allow the wine to</p> |

cellar activities?
barrels, especially French oak

filling barrels
racking

Embedded video

I've listed limited questions here, as we only have 30-60 seconds to get our point across

express its origin and grape character.

Our winemakers' approach is to minimize pumping, fining, and filtration. Wines are aged primarily in French oak barrels, and malolactic conversion is used judiciously. Winemaking techniques and processes can easily be overdone, but the skill of Edna Valley Vineyard's winemakers is evidenced by their restraint.

Additionally, Edna Valley Vineyard winemakers put effort into creating wines with generous texture and an intriguing mouthfeel. The whites get their viscosity from ripe fruit while the reds are rich and smooth without astringency. The goal is balance, free from tart, bitter or clumsy sensations.

In short, we use an artisan's approach to New World winemaking and the result is wines that are appealing in texture, balanced and fruit-forward.

Insert video here:

Answers to these questions:

[Harry](#)

What is your winemaking philosophy?

-Intentionally fruit forward to express distinctiveness of place

-Layering oak & malolactic can easily be overdone –skill of winemaking is in restraint – s/b used as tools to layer complexity

-Ex. Chardonnay = 25% malo and 1/3 new oak so it all folds together & won't come across as oaky or buttery.

Textures – approached with intent (not all places do this)
WHITES Volume & viscosity – apparent sweetness from ripe fruit, balanced with natural acidity of grapes
REDS mouth coat without astringency but without fear of tannins

GOAL is for balance, not tart, bitter or clumsy

[Josh](#)

| | |
|--|--|
| | <p>What are some of the new techniques that you are using?</p> |
| <p>Section 5. PEOPLE</p> <p>Streaming Video Quick facts will discuss their backgrounds.</p> <p>Voiceover</p> | <p>Section 5. PEOPLE 1 min 10 sec</p> <p>Insert video here: Answers to these questions: <u>Harry</u> When did you know you wanted to be a winemaker and why? he tells a story</p> <p>How have you made an impact on Edna Valley Vineyards?</p> <p>What do you hope people think/say about your wines?</p> <p><u>Josh</u> When did you know you wanted to be a winemaker and why? he tells a story</p> <p>How have you made an impact on Edna Valley Vineyards?</p> <p>Conclusion With backgrounds rich in scientific knowledge and experience, both Harry Hansen and Josh Baker bring valuable skills to the cellar to craft delicious, complex wines. Harry has an undergraduate degree in genetics and Masters in Enology, while Josh holds a B.S. in biology, having acted as microbiologist in a former post. Each has a unique point of view, enabling them to work together as a team to create interesting, compelling wines.</p> |
| <p>Section 6. WINES/WINE TIERS</p> <p>Chardonnay, Pinot Noir Syrah, Sauvignon Blanc, Cabernet</p> | <p>Section 6. WINES/WINE TIERS 2 min</p> <p>At Edna Valley, we focus on estate-grown Chardonnay from the Paragon Vineyard, with a strong commitment to producing our other core wines: Pinot</p> |

Sauvignon and Merlot beauty

Visual text: Edna Valley Vineyard wines are available nationally.

Pinot Gris and Viognier beauty

Edna area vineyards

Chardonnay, Pinot Noir Syrah and Sauvignon Blanc beauty

Visual text: #3 Chardonnay above \$10 in California – IRI volume and dollar sales. *IRI P52W ending 9/7/08*

Paso Robles vineyards

Noir, Syrah, Sauvignon Blanc, Cabernet Sauvignon and Merlot. We also craft a variety of limited production wines that are sold exclusively in our tasting room, such as Pinot Gris and Viognier.

Wines made in the Edna Valley AVA include our Chardonnay, Pinot Noir, Sauvignon Blanc and Syrah.

Our Chardonnay has a great balance between crisp acidity and rich flavor. The interplay of distinctive peach and nectarine flavors with barrel-influenced complexity develop across the palate with a rich mouthfeel and linger through the finish.

Edna Valley Vineyard's Pinot Noir exhibits the delicacy and allure of this captivating varietal. The mid-palate is pleasant and smooth with fine tannins. Subtle cola and floral nuances settle on the finish for prolonged enjoyment of this appealing red wine.

Our Sauvignon Blanc forgoes the grassy notes in favor of tropical fruit. Comparable to New Zealand Sauvignon Blancs, its full fruit flavors are balanced with firm acidity.

Edna Valley's cool climate invites cherry and blackberry flavors to our Syrah. Spicy with white pepper and sage notes, this wine displays solid weight, fine tannins, and a long, Tootsie Roll finish.

From the Paso Robles area, Edna Valley Vineyard winemakers produce the sun

| | |
|---|---|
| <p>Paso Robles area</p> | <p>worshipping varietals Cabernet Sauvignon and Merlot. These two wines tell the story of Paso Robles’ remarkable growing region.</p> <p>Our Cabernet Sauvignon is pleasant and smooth with ripe fruit and earthiness that cross the mid-palate for an approachable wine. Firm tannins complete the profile.</p> <p>The Merlot comprises cherry and blackberry flavors. Hints of tarragon and coffee balanced by smooth tannins round out the effect.</p> <p>Edna Valley Vineyard wines are crafted to showcase accessibility and an easy drinking style, while adding interest through texture and viscosity.</p> |
| <p>Section 7. KEY SELLING POINT</p> <p>vineyards, Edna Valley area and Paragon</p> <p>winery/tasting room</p> <p>vineyards, Edna area</p> <p>Chardonnay, Pinot Noir, Sauvignon Blanc and Syrah beauty</p> | <p>Section 7. KEY SELLING POINTS 1 min</p> <p>Here are the key selling points you should know for Edna Valley Vineyard.</p> <p>NUMBER ONE: Situated along California’s Central Coast near San Luis Obispo, Edna Valley Vineyard is California’s best kept secret. Our first-rate hospitality center is a top destination for visitors to San Luis Obispo County.</p> <p>NUMBER TWO: Located near the Pacific Ocean, the AVA of Edna Valley experiences one of the coolest and longest growing seasons in California. Estate-grown Chardonnay, Pinot Noir, Sauvignon Blanc and Syrah show great balance of acid and fruit</p> |

vineyards, Paso Robles area
Cabernet and Merlot beauty

evidence of wind blowing

Harry and Josh, one by one, and
then together

winery

vineyards, Edna area

Harry and Josh together

afforded by the region's long growing season and mineral-rich soils.

NUMBER THREE:

Hailing from Paso Robles, our Cabernet Sauvignon and Merlot attain their approachable, yet distinctive quality from exposure to warm daytime temperatures followed by breezy, cool evenings.

NUMBER FOUR:

Due to our winemakers' combined years of experience and minimalistic approach, Edna Valley Vineyard wines are easy to drink and fruit forward, yet compelling with viscous texture and rich mouthfeel.

NUMBER FIVE:

Edna Valley Vineyard is a benchmark winery, having pioneered the Edna Valley AVA and California's Central Coast for over 25 years. Our skilled winemaking team and unique location yield complex, yet approachable wines.

Thank you for visiting Edna Valley Vineyard. We invite you to experience our lovely landscapes in person, and enjoy our quality responsibly.