

All blue and green text is web content and instructions written by Paula Barker, as client working with agency

# Master Design Document

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**PROJECT NAME:** Wine Academy V4  
**INTERNAL PROJECT NUMBER:** 1980

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## **Chapter 0 - Home**

### **(0\_0) – Flash Intro**

:15 - :20 Welcome message  
Key Words and groovy wine bar music  
Screen shots of newer features of the academy  
Heavy use of DWA logo  
Not auto play, play on click

### **(0\_1) Featured Brand – to be provided by client: We will use one of the two featured wines of the month for each month; labels will be provided:**

2009:

January – Edna Valley

February – Sterling Organic

March – SVC

April – Chalone Monterey

May – Sterling Napa

June – Rosenblum

End FY09; will need to wait for FY10 spreadsheet from Commercial Sales showing wines of the month for July 2009 forward

### **(0\_2) Academy Teaser – 20 to 25 word intro:**

Discover comprehensive training modules comprising DC&E wineries, popular varietals and distinctive regions. Be sure to stop at *Sales Skills* to view the cutting-edge, On-Premise series.

### **(0\_3) Sales Teaser – 15 word teaser:**

Efficiency is yours! Download sell sheets, among other business tools, plus a convenient list of industry links.

### **(0\_4) Featured News story – story and image [sending image of Ray Chadwick, which you may already have] to be provided by client**

Home page teaser:

If there can be a title, use this (OK if no title):

**DC&E President Ray Chadwick Joins Napa Valley Vintners Board of Directors**

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In January 2009, DC&E CEO Ray Chadwick will join the Napa Valley Vintners Board of Directors. Beaulieu Vineyard, Sterling Vineyards, Provenance Vineyards and Hewitt Vineyard are all members of the association. This appointment further strengthens DC&E's commitment to the community in which we live and work.

*More landing page:*

### **DC&E President Ray Chadwick Joins Napa Valley Vintners Board of Directors**

In January 2009, DC&E CEO Ray Chadwick will join the Napa Valley Vintners Board of Directors. Beaulieu Vineyard, Sterling Vineyards, Provenance Vineyards and Hewitt Vineyard are all members of the association. This appointment further strengthens DC&E's commitment to the community in which we live and work.

The Napa Valley Vintners (NVV) was founded in 1944. This non-profit trade association is the sole organization responsible for promoting and protecting the Napa Valley Appellation as a winegrowing region.

Respect for the region's history reinforces the commitment to the preservation and enhancement of the Valley's land, wine, and community for future generations. The NVV is a recognized leader in wine trade with nearly 335 members.

The association takes the message of Napa Valley's quality-driven wines to consumers and wine trade to both the domestic and international markets with vintner tours and trade missions, which give members the opportunity to build relationships directly with customers.

The Napa Valley Vintners Association organizes and presents the famed annual Napa Valley Wine Auction, and the annual Premier Napa Valley barrel auction. Each year these events raise millions of dollars for worthy local causes.

**(0\_5) Promo – content to be provided by client:**

Promo Header Title Box – if this can be any text, change to *Hot Scores*

Numerous HOT scores in *Wine Enthusiast*:

95 Points for GDL

92 Points for Sterling Vineyards Reserve Cabernet Sauvignon

92 Points for Orogeny Chardonnay



*[once user clicks on More button, they get following text:]*

Numerous HOT scores in Wine Enthusiast:

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95 Points for GDL

92 Points for Sterling Reserve Cabernet Sauvignon

92 Points for Orogeny Chardonnay

GDL – Beaulieu Vineyard Georges de Latour Private Reserve Cabernet Sauvignon

12/15/08: "Classic structured, firm and soft at the same time, with a lyrical, creamy mouthfeel. The tannins are evident now, but that is characteristic of a young Georges, and the reason it ages so well. The depth of blackberries, cherries and currants is unreal and persistent. This is one for the cellar and will age for at least a decade and probably longer."

Sterling Vineyards Napa Valley Reserve Cabernet Sauvignon

12/15/08: "This is a wine to cellar. It's just too hard in tannins now to perform well, even though it has very deep and impressive flavors, such as crushed blackberries and cherries, cassis, violets, anise, dark chocolate and cedar."

Orogeny Vineyards Green Valley Chardonnay

12/15/08: "A captivating Chard that shows impeccable balance, and the price is very good for this level of quality. The fruit is brilliantly ripe in green apple, kiwi, Asian pear and lime flavors, with a deft touch of smoky oak. A firm minerality undergirds the structure."

**(0\_6) Press and Accolades – to be provided by client:**

First four to appear on home page [if one more recent than 12/9 comes in before launch, I'll supply it]:

December 9, 2008

Sterling Vineyards® Legendary Tram Goes Green

*Landmark Napa Valley Winery Converts Aerial Tram to Solar Power*

November 26, 2008

DC&E Recognized for Green Efforts

*Beaulieu Vineyard, Sterling Vineyards and DC&E Sonoma Bottling Facility Win WRAP Award*

September 22, 2008

DC&E Launches The Monterey Vineyard Wines

*Pinot Noir and Chardonnay from Top Monterey Wine Regions*

September 17, 2008

Beaulieu Vineyard's® Georges de Latour® Winery

*2008 Marks First Vintage Produced at the Dedicated Winery*

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## **(0\_7) [Add:] –Brand Sites:**

Acacia Vineyard: [www.acaciavineyard.com](http://www.acaciavineyard.com)

Barton & Guestier: [www.bartonguestierwines.com](http://www.bartonguestierwines.com)

Beaulieu Vineyard: [www.bvwines.com](http://www.bvwines.com) (BV Coastal Estates does not have its own site)

Canoe Ridge Vineyard: [www.canoeridgevineyard.com](http://www.canoeridgevineyard.com)

Chalone Vineyard: [www.chalonevineyard.com](http://www.chalonevineyard.com)

Dynamite Vineyards: [www.dynamitevineyards.com](http://www.dynamitevineyards.com)

Echelon Vineyards: [www.echelonvineyards.com](http://www.echelonvineyards.com)

Edna Valley Vineyard: [www.ednavalleyvineyard.com](http://www.ednavalleyvineyard.com)

Hewitt Vineyard: [www.hewittvineyard.com](http://www.hewittvineyard.com)

Jade Mountain: [www.jademountainvineyard.com](http://www.jademountainvineyard.com)

Moon Mountain Vineyard: [www.moonmountainvineyard.com](http://www.moonmountainvineyard.com)

Orogeny Vineyards: [www.rogenyvineyards.com](http://www.rogenyvineyards.com)

Provenance Vineyards: [www.provenancevineyards.com](http://www.provenancevineyards.com)

Rosenblum Cellars: [www.rosenblumcellars.com](http://www.rosenblumcellars.com)

Sacred Hill: [www.sacredhill.com](http://www.sacredhill.com)

Sagelands Vineyard: [www.sagelandsvineyard.com](http://www.sagelandsvineyard.com)

Sterling Vineyards: [www.sterlingvineyards.com](http://www.sterlingvineyards.com)

Vinavera: [www.vinavera.com](http://www.vinavera.com)

## **Chapter 1 - Academy**

### **(1\_0) – Academy Intro - 15 to 20 Word intro copy:**

Polish your sales skills and enjoy learning about DC&E wineries, brands and other valuable resources by clicking below.

### **(1\_1) – Brands Intro - 15 word description**

Fine as is.

### **(1\_2) – Portfolios Intro - 15 word description**

Fine as is.

### **(1\_3) – Skills - 15 word description**

Hone your sales skills for the unique and challenging wine market.

## **Chapter 2 - Brands**

### **(2\_0) – DC&E Brands Intro – 15 word intro:**

Unlock each brand identity below to release a wealth of videos, wine notes and education.

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## **(2\_1) – Brand Notes Description/Right Feature – 50 words:**

DC&E creates and markets some of the finest wines made, including several of the top ten wines in the world. DC&E is also a leading importer of classified Bordeaux, Burgundy and Alsacian wines. Several other fine European wines complement the selection.

## **Chapter 3 – Sales Tools**

### **(3\_0) – Sales Tools Intro – 15 to 20 words**

For your education, sales enhancement or own personal knowledge, the Wine Academy offers the tool you need. To download videos, go to individual brands.

**New Resources feature list – intro statement for each brand's sales tools page.**

#### **A by Acacia**

The palette of flavors provided by Monterey, Paso Robles, Santa Maria and Sonoma results in fantastic examples of California Chardonnay and Pinot Noir designed by our A by Acacia team.

#### **Acacia Vineyard**

Thanks to its handcrafted and compelling Pinot Noirs and Chardonnays that defy conventional winemaking wisdom, Acacia is a leader in Carneros, consistently exceeding expectations.

#### **Archetype Vineyards**

Archetype wines, Shiraz and a Cabernet-Shiraz blend, are made from exceptional vineyards in the Barossa – Australia's renowned winegrowing region.

#### **Beaulieu Vineyard**

Beaulieu Vineyard wines are a testament to their distinguished heritage going back to 1900. Carneros and Rutherford fruit contribute to some of the finest expressions of Napa Valley winemaking.

#### **BV Coastal Estates**

Made using the same high standards as Beaulieu Vineyard's Napa Valley wines, BVCE wines showcase the rich flavors and nuances of premier coastal vineyards.

#### **Canoe Ridge Vineyard**

Canoe Ridge Vineyard, located at Columbia River, Washington, produces grapes of uncommon quality. The winery is known for its Merlot, derivative of Bordeaux, but with the suppleness of Pinot Noir.

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## **Chalone Vineyard**

Perched high on the western slopes of the Gabilan Mountain Range, Chalone Vineyard represents a singular convergence of terroir and winemaking with its distinctive Burgundian wines.

## **Chalone Monterey**

Chalone Monterey County Wines are an extension of the Chalone brand, offering the same great quality, but using grapes from the cooler Salinas Valley regions of Monterey County.

## **Dynamite Vineyards**

With its name inspired by the method that workers used to create the original Sonoma Valley vineyard site, Dynamite Vineyards produces full-flavored, approachable, award-winning wines.

## **Echelon Vineyards**

Combining the best fruit from friends' and neighbors' vineyards, Echelon produces serious wines for everyday drinking. The superb grapes and gentle winemaking result in fresh, fruit-forward wines.

## **Edna Valley Vineyard**

Artisan winemaking techniques used by the EVV team results in wines of sumptuous character, whether fruit hails from the cool climate of Edna Valley or the warmer neighboring Paso Robles.

## **F.E. Trimbach**

While one of the smallest of the many producers in Alsace, France, F.E. Trimbach is nonetheless the largest, most widely recognized Alsace brand in the United States.

## **Hewitt Vineyard**

Residing on the famed Rutherford Bench, a narrow ribbon on the western side of Napa Valley, Hewitt Vineyard produces only estate Cabernet Sauvignon, ensuring its leadership in Rutherford's winemaking renaissance.

## **Jade Mountain**

Since 1988, Jade Mountain has been a pioneer in the production of age-worthy Rhône-style California wines, such as Syrah, Mourvèdre, Viognier, Grenache and a proprietary Rhône-style blend called La Provençale.

## **Moon Mountain Vineyard**

High in the Mayacamas Mountains on the western side of Mt. Veeder, Moon Mountain Vineyard produces superbly concentrated Cabernet Sauvignon and Cabernet Franc grapes, in turn, generating intense, compelling wines.

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## **Navarro Correas**

Navarro Correas of Argentina stands out for their careful selection of Mendoza region grapes and respect for traditional methods in combination with state-of-the-art technologies. These practices result in world-class wines.

## **NewHarbor Vineyards**

Newharbor Sauvignon Blanc is a shining example of classic New Zealand Marlborough Sauvignon Blanc, with its green, grassy character and striking flavors of grapefruit, passion fruit and gooseberry.

## **Orogeny Vineyards**

Orogeny focuses on cool-climate Pinot Noir from Green Valley, the coldest region in Russian River Valley. The limited size of area vineyards permits the use of hands-on farming techniques.

## **Provenance Vineyards**

Provenance Vineyards' approachable, yet cellar-worthy wines showcase the distinctiveness of Napa Valley's best growing areas: Cabernet Sauvignon from Rutherford and Oakville; Merlot from Carneros and Mount Veeder.

## **Rosenblum Cellars**

Embodying nearly three decades of winemaking tradition, Rosenblum has evolved from a passionate home-winemaking operation into one of North America's most acclaimed producers of Zinfandel and Rhône varietals.

## **Sacred Hill Winery**

Sacred Hill is one of New Zealand's leading, award-winning wineries. Focusing on the production of premium, handcrafted varietal wines, the company owns vineyards in Marlborough, Hawke's Bay and Central Otago.

## **Sagelands Vineyard**

The use of fruit from the "Four Corners" of Washington's Columbia Valley assures Sagelands Vineyard an outstanding palette of top quality grapes with which to create wines of impressive quality.

## **Stellina Di Notte**

Grapes for Stellina di Notte Pinot Grigio are sourced from premium vineyards in three areas of Italy: Veneto, Trentino and Friuli. These areas make up the Typical Geographical Indication Venezia.

## **Sterling Vineyards**

Throughout the history of Sterling Vineyards, its wines have been praised consistently, perhaps because taste is the most critical factor. The result is a loyal following and a great reputation.

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## **SVC**

Sterling Vintner's Collection is an unparalleled collection of wines that represents the truly outstanding quality of Sterling Vineyards at a more affordable price point than our Napa Valley Appellation wines.

## **The Monterey Vineyard**

DC&E is proud to introduce wine lovers to new offerings of Chardonnay and Pinot Noir from the finest vineyards within the most prestigious sub-appellations of Monterey.

## **Vinavera**

Vinavera was created for a new lineage of wine drinkers who want wines that are unpretentious, fun and affordable. This generation is the inspiration behind Vinavera.

### **(3\_1) – Brand Sheets**

### **(3\_2) – Presentations**

### **(3\_3) – Podcasts**

### **(3\_4) – Regions and Maps**

### **(3\_5) – Related Links**

Listing of industry related URLs:

#### **Education:**

<http://www.mastersommeliers.org>

<http://www.napavintners.com>

<http://www.rutherforddust.org>

<http://www.napagrowers.org>

[https://www.drinkwell.net/index.aspx?p\\_PageAlias=index](https://www.drinkwell.net/index.aspx?p_PageAlias=index)

#### **Publications:**

<http://www.winespectator.com>

<http://www.winesandvines.com>

<http://www.decanter.com>

<http://www.jancisrobinson.com>

<http://www.erobertparker.com>

#### **Blogs**

<http://tv.winelibrary.com>

<http://vinography.com>

<http://www.drvin.com>

<http://www.intowine.com>

#### **General:**

<http://www.wine-searcher.com>

<http://wine.about.com>

[http://wine.lovetoknow.com/wiki/Main\\_Page](http://wine.lovetoknow.com/wiki/Main_Page)

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[http://www.wines.com/catalog/site\\_index.php](http://www.wines.com/catalog/site_index.php)

## **(3\_6) – Skills**

### **Chapter 4 – Events**

#### **(4\_0) – Event Intro – 15 to 20 words:**

[Check out our calendar for noteworthy events involving DC&E and our wineries.](#)

#### **(4\_1) DC&E Events Listing:**

January 23-26, 2009

##### **Boston Wine Expo**

The largest trade and consumer wine event in the country takes place in Boston on January 23-25, 2009. No other event in the country offers as wide a variety of wines. Over 450 wineries from around the globe pour over 1,800 wines with over 15 celebrity chefs preparing recipes and samplings on two stages.

January 29-31, 2009

##### **ZAP Zinfandel Festival**

ZAP's Zinfandel Festival is an internationally recognized series of tasting events. Renowned as the premier single-varietal tasting in the world, an estimated 275 wineries and over 10,000 attendees partake in the four days of Festival events. "Unmask Your Passion" is the theme for this year's festival, and reflects enthusiasm for America's Heritage Wine—Zinfandel.

### **Chapter 5 – Inside DC&E**

#### **(5\_1) – Inside DC&E intro – 15 to 20 words:**

[At the Wine Academy, we keep you informed with the latest-breaking news and rave reviews regarding DC&E and its wineries.](#)

#### **(5\_2) – Pressroom – featured articles**

[Your go-to place for the latest news and releases around DC&E and its wineries.](#)

#### **(5\_3) – Best Press Newsletter – 15 word intro**

[Stay current on accolades and appraisals of all DC&E wines.](#)

#### **(5\_4) – Trade Blog -15 word intro**

[Fine as is.](#)

#### **(5\_5) – Awards and Recognition I don't see a page for this.**

#### **(5\_6) – Wines of the Month**

[Note this month's special focus wines for DC&E General Sales Managers.](#)