



**ALCOHOL AND TOBACCO TAX AND TRADE BUREAU  
(TTB)**



**AMERICAN  
VITICULTURAL  
AREA  
(AVA)**

**MANUAL  
FOR  
PETITIONERS**

# NIELSEN DATA COMPARING OREGON TO WILLAMETTE VALLEY

*Oregon Pinot Noir Nationally, 52 weeks ending 6/30/18*

**Top 25 by Dollar Volume, 750 ML only  
(Oregon and Willamette Valley AVA labeled)**

- Average Retail of Willamette Valley AVA \$25.06
- Average Retail of Oregon Appellated \$14.64
- Average Difference in FOB per 9L case \$70.36
  - (assumes 25% distributor and retailer margin)
- Difference in FOB per case between Elouan & average Oregon Appellated Pinot \$29.48
  - (assumes Elouan FOB \$128.29)
- It is estimated, given certain assumptions using this data, that a winery could receive additional revenue estimated for every 100,000 cases of \$2,948,000

# NIELSEN RANKINGS FROM RETAIL SCAN DATA

*Oregon Pinot Noir Nationally \$17 and above, 52 weeks ending 6/30/18*

## **ELOUAN PINOT NOIR 750 ML**

- #1 grossing in Dollars at \$9m
- #1 sales in 9L cases at 39,475
- Fastest growing in Dollars from prior year +\$3.73m
- Fastest growing in 9L cases from prior year +16,734

*Oregon Rose Nationally \$13 and above, 52 weeks ending 6/30/18*

## **ELOUAN ROSE 750 ML**

- #1 grossing in Dollars at \$1.13m
- #1 sales in 9L cases at 5,671
- Fastest growing in Dollars from prior year +\$550k
- Fastest growing in 9L cases from prior year +2,996



# Oregon Coast • Pinot Noir

Willamette Valley • Umpqua Valley • Rogue Valley



*Elovan*

*Founded and created by Joseph Wagner in 2014*

*Elovan translates to "good light"*

*Willamette Valley*

Pinot Noir

*The coastal hills of Oregon are an ideal region to grow the style of Pinot Noir. Along with cool summers and a short season, the soil and long days of sun rays are the foundation of Pinot Noir's northern character. Elovan means good light, and the wine reflects the nature of where it was grown through its fresh acidity, depth of flavor, and vibrant mouthfeel. Enjoy.*

**Oregon Coast • Pinot Noir**

Willamette Valley • Umpqua Valley • Rogue Valley

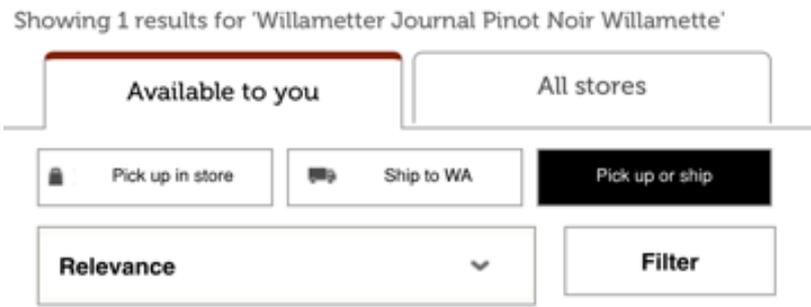
# *Elovan*

*Founded and created by Joseph Wagner in 2014*

*Elovan translates to "good light"*

*Willamette Valley*





Worldwide— The —Dispatch

# Willametter Journal

This *Pinot Noir* was cultivated and crafted to honor the unique area where it was grown. The *Willamette* region of Oregon's coastal range is a place credited over decades for its vibrant and fresh style. This *vintage of 2017* showcases the gifts of Mother Nature in all her glory. 5700

—ESSENTIAL ARTICLE—

VINTED FROM:

*2017 Pinot Noir*

SOURCED FROM:

*Territory of  
Oregon*

TRANSMITTER:

*Joseph J. Wagner*

VINTED & BOTTLED BY  
THE WILLAMETTER  
RUTHERFORD, CA.

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

CONTAINS SULFITES • 750 ML

ALC. 14.1% BY VOL.



<b>FOR TTB USE ONLY</b>			<b>DEPARTMENT OF THE TREASURY</b> ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <b>APPLICATION FOR AND</b> <b>CERTIFICATION/EXEMPTION OF LABEL/BOTTLE</b> <b>APPROVAL</b> (See Instructions and Paperwork Reduction Act Notice on Back)		
TTB ID 17244001000313					
1. REP. ID. NO. (If any)	CT 88	OR 38			

**PART I - APPLICATION**

<b>2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required)</b> BWN-CA-21400		<b>3. SOURCE OF PRODUCT (Required)</b> <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported		<b>8. NAME AND ADDRESS OF APPLICANT AS SHOWN ON PLANT REGISTRY, BASIC PERMIT OR BREWER'S NOTICE. INCLUDE APPROVED DBA OR TRADENAME IF USED ON LABEL (Required)</b>  COPPER CANE, COPPER CANE LLC 1960 SAINT HELENA HWY  RUTHERFORD CA 94573  ELOUAN (Used on label)	
<b>4. SERIAL NUMBER (Required)</b> 170902		<b>5. TYPE OF PRODUCT (Required)</b> <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE			
<b>6. BRAND NAME (Required)</b> ELOUAN			<b>8a. MAILING ADDRESS, IF DIFFERENT</b>		
<b>7. FANCIFUL NAME (If any)</b> MISSOULAN WASH					
<b>9. FORMULA</b>		<b>10. GRAPE VARIETAL(S) (Wine Only)</b> Pinot noir		<b>14. TYPE OF APPLICATION (Check applicable box(es))</b>	
<b>11. WINE APPELLATION (If on label)</b> OREGON				a. <input checked="" type="checkbox"/> CERTIFICATE OF LABEL APPROVAL  b. <input type="checkbox"/> CERTIFICATE OF EXEMPTION FROM LABEL APPROVAL "For sale in _____ only" (Fill in State abbreviation.)  c. <input type="checkbox"/> DISTINCTIVE LIQUOR BOTTLE APPROVAL. TOTAL BOTTLE CAPACITY BEFORE CLOSURE _____ (Fill in amount)  d. <input type="checkbox"/> RESUBMISSION AFTER REJECTION TTB ID. NO. _____	
<b>12. PHONE NUMBER</b> (800) 400-1353		<b>13. EMAIL ADDRESS</b>			
<b>15. SHOW ANY INFORMATION THAT IS BLOWN, BRANDED, OR EMBOSSED ON THE CONTAINER (e.g., net contents) ONLY IF IT DOES NOT APPEAR ON THE LABELS AFFIXED BELOW. ALSO, SHOW TRANSLATIONS OF FOREIGN LANGUAGE TEXT APPEARING ON LABELS.</b>					

**PART II - APPLICANT'S CERTIFICATION**

Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the containers to which these labels will be applied. I also certify that I have read, understood and complied with the conditions and instructions which are attached to an original TTB F 5100.31, Certificate/Exemption of Label/Bottle Approval.

<b>16. DATE OF APPLICATION</b> 09/01/2017	<b>17. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT</b> (Application was e-filed)	<b>18. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT</b> JAY MCPHERSON
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**PART III - TTB CERTIFICATE**

This certificate is issued subject to applicable laws, regulations and conditions as set forth in the instructions portion of this form.

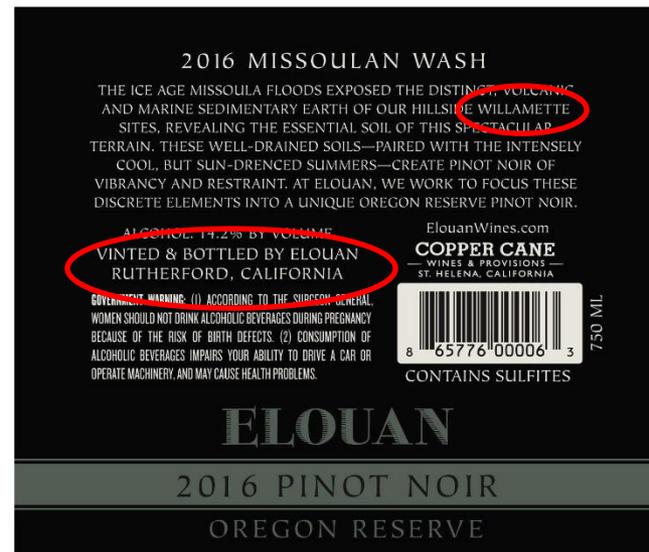
<b>19. DATE ISSUED</b> 09/12/2017	<b>20. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU</b>
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Image Type:

Back

Actual Dimensions: 4.57 inches W X 3.92 inches H



# 2016 MISSOULAN WASH

THE ICE AGE MISSOULA FLOODS EXPOSED THE DISTINCT, VOLCANIC AND MARINE SEDIMENTARY EARTH OF OUR HILLSIDE WILLAMETTE SITES, REVEALING THE ESSENTIAL SOIL OF THIS SPECTACULAR TERRAIN. THESE WELL-DRAINED SOILS—PAIRED WITH THE INTENSELY COOL, BUT SUN-DRENCHED SUMMERS—CREATE PINOT NOIR OF VIBRANCY AND RESTRAINT. AT ELOUAN, WE WORK TO FOCUS THESE DISCRETE ELEMENTS INTO A UNIQUE OREGON RESERVE PINOT NOIR.

ALCOHOL. 14.2% BY VOLUME  
VINTED & BOTTLED BY ELOUAN  
RUTHERFORD, CALIFORNIA

**GOVERNMENT WARNING:** (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS.

ElouanWines.com

**COPPER CANE**

— WINES & PROVISIONS —  
ST. HELENA, CALIFORNIA



750 ML

CONTAINS SULFITES

# ELOUAN

## 2016 PINOT NOIR

# ELOUAN

Willamette Valley • Oregon



2016 ELOUAN MISSOULAN WASH WILLAMETTE VALLEY RESERVE

↓ PNG

## 2016 MISSOULAN WASH WILLAMETTE VALLEY RESERVE PINOT NOIR

THE 2016 MISSOULAN WASH VINEYARDS WERE EXPOSED TO THE DISTINCT, VOLCANIC AND MARINE SEDIMENTARY EARTH OF OUR HILLSIDE WILLAMETTE SITES, REVEALING THE ESSENTIAL SOIL OF THIS SPECTACULAR TERRAIN. THESE WELL-DRAINED SOILS - PAIRED WITH THE INTENSELY COOL, BUT SUN-DRENCHED SUMMERS - CREATE PINOT NOIR OF VIBRANCY AND RESTRAINT. AT ELOUAN, WE WORK TO FOCUS THESE DISCRETE ELEMENTS INTO A UNIQUE OREGON RESERVE PINOT NOIR.

JOSEPH WAGNER, WINEMAKER

### 2016 VINTAGE

A warm, wet winter across the Willamette Valley brought about early bud break. The warmer weather persisted into spring and encouraged rapid vine growth. A late-July cooling period that continued into September helped to regulate the fruit's sugar development and maintain acidity. Harvest was completed by the end of September and the resulting wines show beautiful color, excellent depth, solid structure and firm acidity.

### WINEMAKER NOTES

After harvesting the grapes, we de-stemmed 100% of the clusters. During fermentation, we employ techniques to tailor extraction to the needs of each lot. By catering to the individual needs of each fermentation lot, we can ensure that our style of reactive winemaking is the best way to coax the most ethereal and true qualities from Pinot Noir fruit. We aged the wine for eight months in a mix of new and seasoned French oak and racked it after malolactic fermentation was complete and once more at blending.

### TASTING NOTES

**COLOR:** Rich, dark crimson red.

**AROMAS:** Lush and layered notes of cranberry, strawberry jam and pomegranate mix with aromas of cocoa and spice.

**PALATE:** Elegant, bright and textured with notes of cassis, strawberry and cherry with hints of allspice and bacon. Rich and balanced with refined tannins.

### FOOD PAIRING

Roast turkey, bacon-stuffed mushrooms, cranberry-glazed beef tenderloin or chocolate-covered strawberries with your favorite person.



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COPPER CANE  
WINES & PROVISIONS

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