

A close-up photograph of a pair of weathered, brown-skinned hands cupping a bunch of ripe, blue grapes. The hands show signs of age and labor, with visible wrinkles and some dirt on the fingers. The grapes are clustered together, with a few green stems visible at the top. The background is dark and out of focus.

>Welcome

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

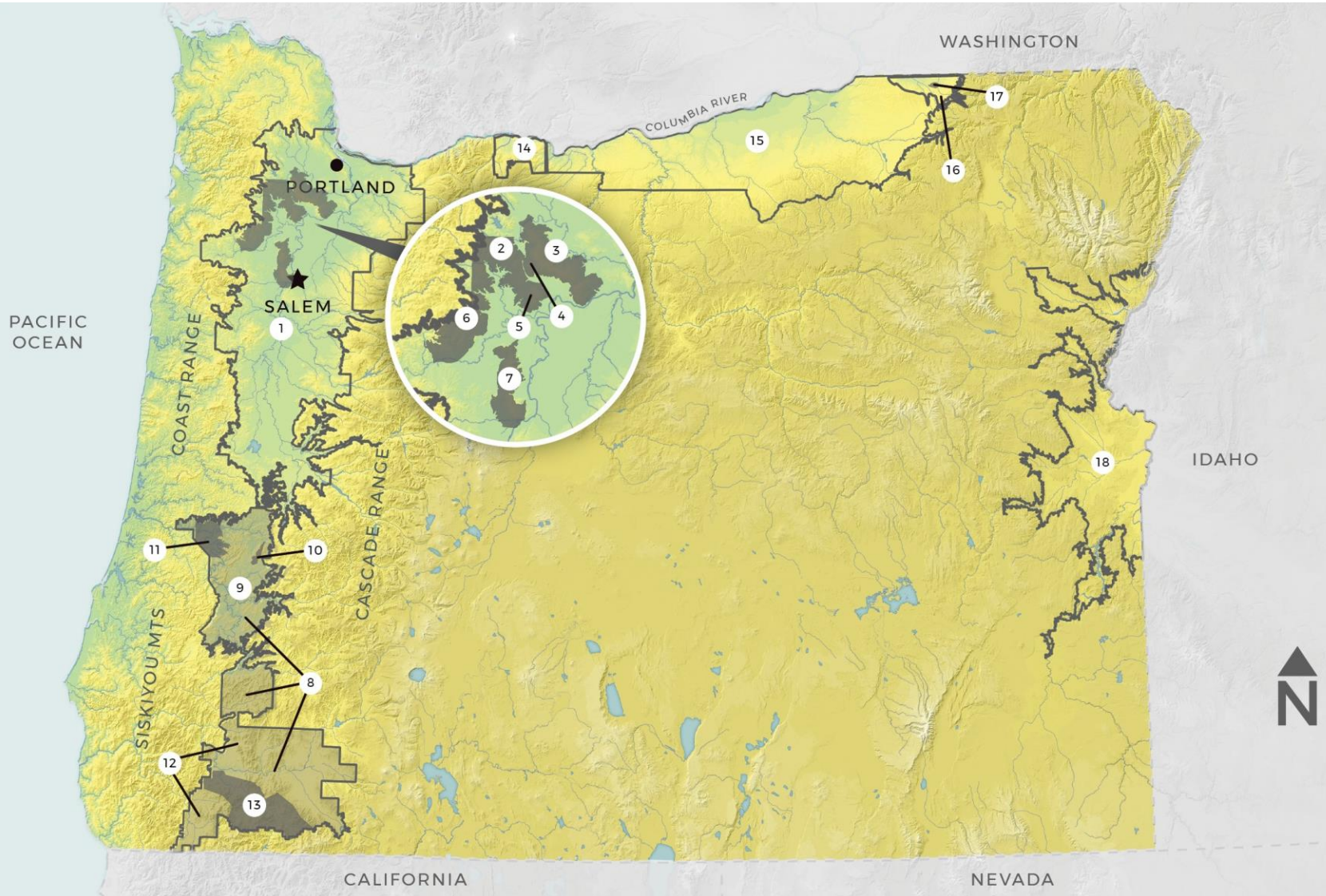


**AMERICAN
VITICULTURAL
AREA
(AVA)**

**MANUAL
FOR
PETITIONERS**

TTB P 5129-4 (06/2012)

FEDERALLY APPROVED AVAs OF OREGON



1. Willamette Valley

2. Yamhill-Carlton

3. Chehalem Mountains

4. Ribbon Ridge

5. Dundee Hills

6. McMinnville

7. Eola-Amity Hills

8. Southern Oregon

9. Umpqua Valley

10. Red Hill Douglas
County

11. Elkton Oregon

12. Rogue Valley

13. Applegate Valley

14. Columbia Gorge

15. Columbia Valley

16. Walla Walla Valley

17. The Rocks District
of Milton-Freewater

18. Snake River Valley

CODE OF FEDERAL REGULATIONS

Title 27 Part 4 - Labeling and Advertising of Wine

Any wine listing or inferring an AVA must be made in the state of origin (“fully finished”) and meet the requirements of the AVA (Oregon: 95% from the AVA, 90% Pinot Noir)

A valid Appellation of Origin is required

Prohibited Practices

Statements on labels. Containers of wine, or any label on such containers, or any individual covering, carton, or other wrapper of such container, or any written, printed, graphic, or other matter accompanying such container to the consumer shall not contain:

- “Any statement that is false or untrue in any particular, or that, irrespective of falsity, directly, or by ambiguity, omission, or inference, or by the addition of irrelevant, scientific or technical matter, tends to create a misleading impression.”
- Statements or representations which indicate or infer an origin other than the true place of origin of the wine are prohibited.
- Listings of more than one AVA, and names associated with “special geographical significance”.

VINTAGE 2015 **MEIOMI** PINOT NOIR
MONTEREY COUNTY 49% SANTA BARBARA COUNTY 27%
SONOMA COUNTY 24%

Meiomi (May-OH-mee), meaning "coast" in the language of the California Wappo tribe, truly symbolizes the origin of this Pinot Noir. Each of the vineyards chosen for Meiomi offers the best expression of their appellations along the California coast: a layered blend of Santa Barbara's spice-filled aromas; Sonoma's bright berry flavors; and Monterey's rich textures. The wines are carefully crafted so that these characteristics continue to enhance and build on each other for an evocative and memorable Pinot Noir.

VINTED & BOTTLED BY
MEIOMI WINES, ACAMPO, CA

meiomi.com

750 mL • ALC. 13.9% BY VOL.
CONTAINS SULFITES

DISPENSMENT 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.



AVAs OF CALIFORNIA WITH “COAST” IN NAME

AVA NAME	COUNTY	ACREAGE OF ORIGINAL ESTABLISHMENT	EFFECTIVE DATE
Central Coast	Alameda, Contra Costa, San Mateo, San Luis Obispo, Santa Barbara, Santa Clara, Santa Cruz	6,790,106	1985
Malibu Coast	Los Angeles, Ventura	44,590	2014
North Coast	Lake, Marin, Mendocino, Napa, Solano, Sonoma	3,008,000	1983
Sonoma Coast	Sonoma	480,000	1987
South Coast	Riverside, San Diego	1,152,000	1985



Oregon Coast • Pinot Noir

Willamette Valley • Umpqua Valley • Rogue Valley



Elevan
 Founded and created by Joseph Wagner in 2014
 Elevan 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. Elevan 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



PinotFile

VOL 11, ISSUE 32

Oct 12, 2018

Oregon's Big Table Farm and California's Big Basin Committed to Whole Cluster

Unique Rusack Wines from Santa Catalina Island

Brooks: Passionate About Organic and Biodynamic Farming and Natural Winemaking

Recently Tasted Pinot Noir & Chardonnay

Pinot Briefs

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Copper Cane Wines & Provisions

Owner(s) Joseph Wagner
Web site www.coppercane.com

Link to this site [How to link to an article or review about your winery..](#)

Joseph Wagner, the founder and winemaker of Meiomi and Elouan Pinot Noir labels and a member of the Caymus Vineyards family, formed this new company in 2014. Based in St. Helena, Copper Cane has quickly launched multiple labels that include Elouan Willamette Valley Pinot Noir, Beran, a line of Sonoma and Napa Zinfandels, Boën Russian River Valley Pinot Noir, Carne Humana, a red blend from the Napa Valley, Steorra Sonoma sparkling wine and as yet unnamed Napa Cabernet in development. Wagner's goal is to produce at least 300,000 cases annually.

Meiomi was intended to be a lower-priced Pinot Noir alternative to Belle Gloss. Wagner sourced from vineyards in Sonoma, Monterey and Santa Barbara and the wine was an instant success. The first vintage in 2009 sold 55,000 cases. Selling for about \$20, Meiomi Pinot Noir sales reached 390,000 cases by 2013. Wagner admired the wines of Kosta Browne and produced Meiomi in a similar richly fruited California style. The wine was vinified at a Napa custom-crush facility called the Ranch.

Wagner tried a method called cryo-maceration, freezing the grapes shortly after harvest. During traditional red wine fermentation, heat and alcohol draw out the complex compounds found in grape skins. Cryo-maceration's cold breaks down the grape skin's cellular membranes, allowing the winemaker to draw out the same compounds more gently. The result is softer, rounder wines with deeper color.

In July 2015, Wagner sold the 840,000-case-a-year Meiomi brand to Constellation Brands for \$315 million, a deal that did not include a winery or vineyards. The Meiomi team stayed on as consultants. A year before the Meiomi deal, he launched his own company outside of the Wagner Family of Wines called Copper Cane Wines & Provisions. In April 2016, he moved Belle Glos, a Pinot Noir label started by Chuck Wagner in 2001 and turned over to Joseph Wagner in 2002 to Copper Cane, ending his work with his family. At Belle Glos, Wagner worked with winemaker John Bolta.

Copper Cane has purchased 280 acres in Santa Barbara county, 22 acres in Carneros and several parcels in Calistoga. In all, Wagner owns 458 acres of wines as of 2016.

In Sebastopol, Wagner is trying to develop Dairyman, a cluster of small buildings that once housed a dairy and is surrounded by 40 acres of Pinot Noir that Wagner cultivates. He has proposed building a winery, distillery and visitors center here but local opposition has been strong. Wagner is also looking to build a winery on the property that was once Mare Island Naval Base where the Napa River meets San Pablo Bay in the city of Vallejo.



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

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

WHAT THE WINE LABEL TELLS YOU

As consumers become more adventuresome in their wine selections, they look to the label for more information. What makes one wine different from another? What is the dominant grape in the wine? Where were those grapes grown? Although TTB consumer protection regulations only apply to wine of at least seven percent alcohol by volume, this pamphlet contains enough basic information to assist the consumer in making an informed choice when buying wine. This pamphlet discusses wine made from grapes, although wine may also be made from other types of fruit and agricultural products. TTB regulations can be quite detailed in regard to the production of a wine and the information appearing on the bottle; not every possibility is presented here, but this guide will give you a good grasp of the fundamentals. For more detailed information please see the regulations listed on the back of this pamphlet.

VINTAGE DATE

A vintage date on the label indicates the year in which the grapes were harvested. If a vintage date is shown on the label at all, an appellation of origin smaller than a country must also be shown. If an American or imported wine uses a State or county, or the foreign equivalent, as an appellation of origin, 85 percent of the grapes must be from that year; if a viticultural area or the foreign equivalent is used, the percentage is raised to 95 percent.

ESTATE BOTTLED

"Estate Bottled" means that 100 percent of the wine came from grapes grown on land owned or controlled by the winery, which must be located in a viticultural area. The winery must crush and ferment the grapes and finish, age, and bottle the wine in a continuous process on their premises. The winery and the vineyard must be in the same viticultural area.

APPELLATION OF ORIGIN

Appellation of origin is another name for the place in which the dominant grapes used in the wine were grown. It can be the name of a country, State, county or geographic region called a viticultural area, or their foreign equivalents.

A country, State, or county appellation or their foreign equivalent on the label means that at least 75 percent of the wine is produced from grapes grown in the place named.

VITICULTURAL AREA

An American viticultural area is a defined grape-growing region in the U.S. with geographic features (such as soil and climate) that set it apart from the surrounding areas.

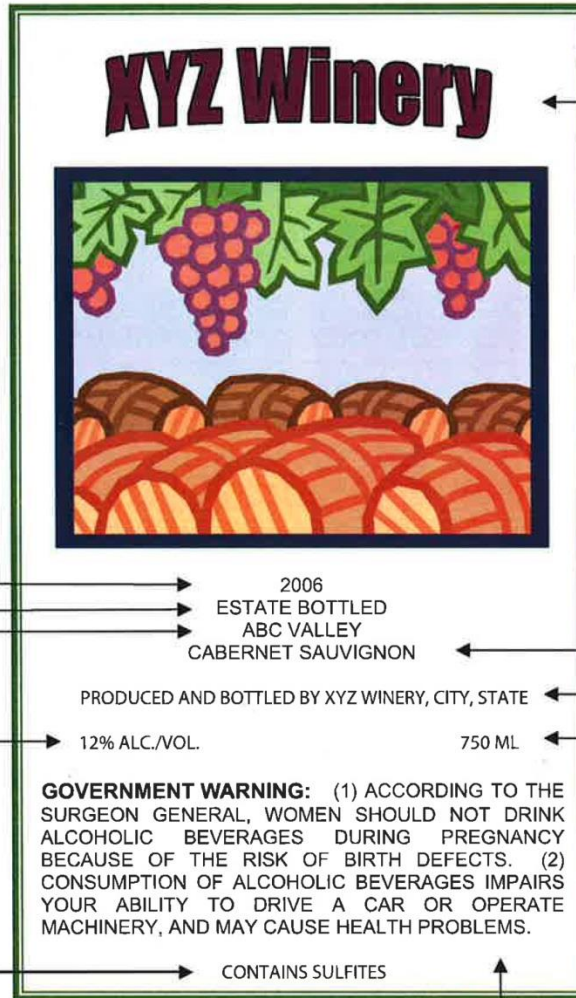
A viticultural area appellation on the label indicates that 85 percent or more of the wine was produced from grapes grown in the named area.

ALCOHOL CONTENT

A statement of alcohol content in percent by volume appears on most labels. As an alternative, some bottlers may label wine with an alcohol content from 7 to 14 percent as "Table Wine" or "Light Wine."

DECLARATION OF SULFITES

Required on any wine intended for interstate commerce that contains 10 or more parts per million of sulfur dioxide. Not required for wines only sold in intrastate commerce.



BRAND NAME

The brand name is used to identify and market a wine. A brand name may not mislead the consumer about the age, identity, origin, or other characteristics of the wine.

VARIETAL DESIGNATIONS

Varietal designations are the names of the dominant grapes used in the wine. Cabernet Sauvignon, Chardonnay, Zinfandel, and Merlot are examples of grape varieties. A varietal designation on the label requires an appellation of origin and means that at least 75 percent of the grapes used to make the wine are of that variety, and that the entire 75 percent were grown in the labeled appellation (except "Vitis labrusca" grapes, such as Concord, which require at least 51 percent).

OTHER DESIGNATIONS

Wine labels are not required to bear a varietal designation. Other designations may be used to identify the wine, such as Red Wine, Rose Wine, White Wine, Table Wine (if no more than 14% alcohol by volume) or Dessert Wine (if over 14% alcohol by volume).

Some imported wines are designated with a distinctive name which is permissible only on specific wines from a particular place or region within the country of origin, for example, Asti Spumanti from Italy and Bordeaux from France.

COUNTRY OF ORIGIN

Pursuant to regulations issued by U.S. Customs and Border Protection, a Country of Origin statement is required on containers of imported wines. Acceptable statements include "Product of (insert name of country)" or "Produced in (insert name of country)."

NAME AND ADDRESS

The name and address of the bottler or importer must appear on the container. It is also permissible for a bottler/importer to use a duly authorized trade name in place of its usual operating name.

Domestic wines may have this statement further qualified with terms such as "Produced," meaning that not less than 75 percent of the wine was fermented at the stated address, or "Vinted," which means that the wine was subjected to cellar treatment at the stated address.

NET CONTENTS

The net contents of a wine container must be stated in metric units of measure. Wine must be bottled in 50 ml, 100 ml, 187 ml, 375 ml, 500 ml, 750 ml, 1 L, 1.5 L, or 3 L sizes. Containers over 3 L must be bottled in quantities of even liters. No other sizes may be bottled.

HEALTH WARNING STATEMENT

By law, this statement is required on all alcohol beverages containing 0.5 percent or more alcohol by volume.

FOR TTB USE ONLY			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (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

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BWN-CA-21400		3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported		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) COPPER CANE, COPPER CANE LLC 1960 SAINT HELENA HWY RUTHERFORD CA 94573 ELOUAN (Used on label)	
4. SERIAL NUMBER (Required) 170902		5. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE			
6. BRAND NAME (Required) ELOUAN			8a. MAILING ADDRESS, IF DIFFERENT		
7. FANCIFUL NAME (If any) MISSOULAN WASH					
9. FORMULA		10. GRAPE VARIETAL(S) (Wine Only) Pinot noir		14. TYPE OF APPLICATION (Check applicable box(es))	
11. WINE APPELLATION (If on label) 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. _____	
12. PHONE NUMBER (800) 400-1353		13. EMAIL ADDRESS			
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.					

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.

16. DATE OF APPLICATION 09/01/2017	17. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	18. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT 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.

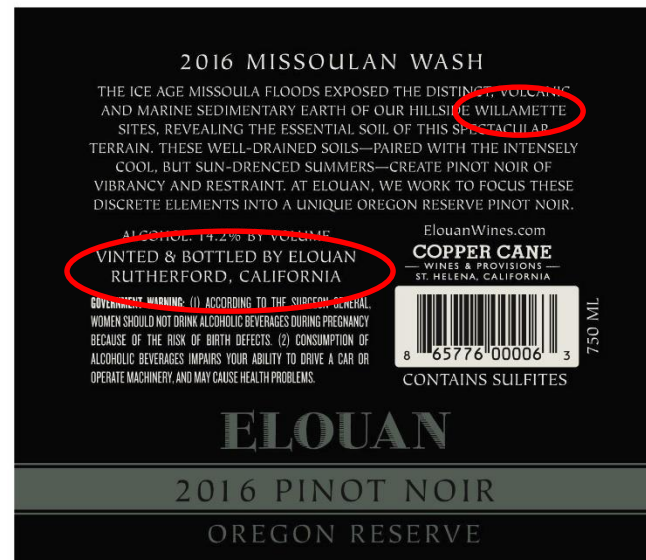
19. DATE ISSUED 09/12/2017	20. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
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Image Type:

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



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.



@elouanwines • #elouan • elouanwines.com

COPPER CANE WINES & PROVISIONS © 2017 Copper Cane LLC, St. Helena, CA

FOR TTB USE ONLY			DEPARTMENT OF THE TREASURY ALCOHOL AND TOBACCO TAX AND TRADE BUREAU APPLICATION FOR AND CERTIFICATION/EXEMPTION OF LABEL/BOTTLE APPROVAL (See Instructions and Paperwork Reduction Act Notice on Back)
TTB ID 18162001000521			
1. REP. ID. NO. (If any)	CT 80	OR 38	

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BWN-CA-15516	3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported	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) LANGETWINS WINE ESTATES, LANGETWINS WINE COMPANY, INC. 1525 E JAHANT RD ACAMPO CA 95220 ELOUAN (Used on label)
4. SERIAL NUMBER (Required) 18ELP1	5. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	

6. BRAND NAME (Required) ELOUAN	8a. MAILING ADDRESS, IF DIFFERENT
7. FANCIFUL NAME (If any)	

9. FORMULA	10. GRAPE VARIETAL(S) (Wine Only) Pinot noir	14. TYPE OF APPLICATION (Check applicable box(es)) 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. _____
11. WINE APPELLATION (If on label) OREGON		
12. PHONE NUMBER (209) 334-9780	13. EMAIL ADDRESS	

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.

PART II - APPLICANT'S CERTIFICATION

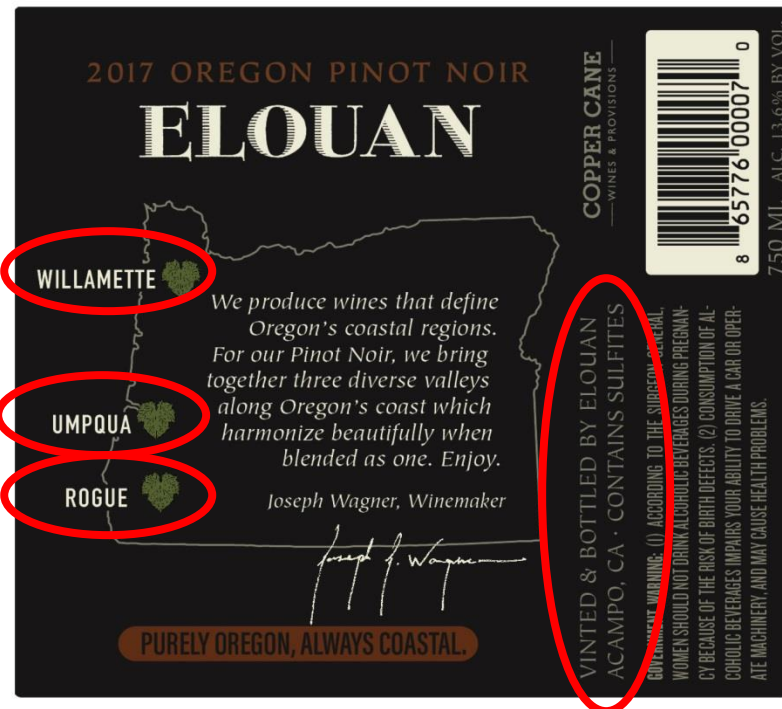
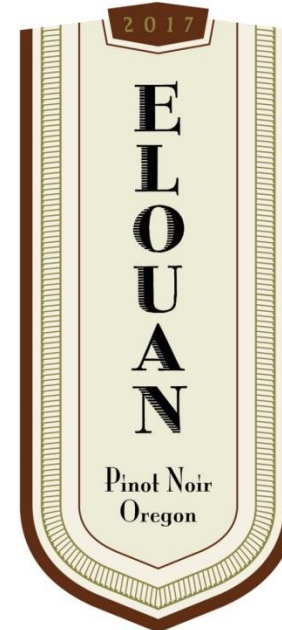
Under the penalties of perjury, I declare; that all statements appearing on this application are true and correct to the best of my knowledge and belief; and, that the representations on the labels attached to this form, including supplemental documents, truly and correctly represent the content of the 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.

16. DATE OF APPLICATION 06/11/2018	17. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	18. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT MARISSA JANOPAUL
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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.

19. DATE ISSUED 06/27/2018	20. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <i>Monica L. Heath</i>
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FOR TTB USE ONLY		
TTB ID 18036001000343		
1. REP. ID. NO. (If any)	CT 88	OR 38

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU
**APPLICATION FOR AND
CERTIFICATION/EXEMPTION OF LABEL/BOTTLE
APPROVAL**
(See Instructions and Paperwork Reduction Act Notice on Back)

PART I - APPLICATION

2. PLANT REGISTRY/BASIC PERMIT/BREWER'S NO. (Required) BWN-CA-21400	3. SOURCE OF PRODUCT (Required) <input checked="" type="checkbox"/> Domestic <input type="checkbox"/> Imported	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) COPPER CANE, COPPER CANE LLC 1960 SAINT HELENA HWY RUTHERFORD CA 94573 THE WILLAMETTER (Used on label)
4. SERIAL NUMBER (Required) 180201	5. TYPE OF PRODUCT (Required) <input checked="" type="checkbox"/> WINE <input type="checkbox"/> DISTILLED SPIRITS <input type="checkbox"/> MALT BEVERAGE	
6. BRAND NAME (Required) THE WILLAMETTER	8a. MAILING ADDRESS, IF DIFFERENT	
7. FANCIFUL NAME (If any)		

9. FORMULA	10. GRAPE VARIETAL(S) (Wine Only) Pinot noir	14. TYPE OF APPLICATION (Check applicable box(es))
11. WINE APPELLATION (If on label) 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. _____
12. PHONE NUMBER (800) 400-1353	13. EMAIL ADDRESS	

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.

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.

16. DATE OF APPLICATION 02/05/2018	17. SIGNATURE OF APPLICANT OR AUTHORIZED AGENT (Application was e-filed)	18. PRINT NAME OF APPLICANT OR AUTHORIZED AGENT 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.

19. DATE ISSUED 02/09/2018	20. AUTHORIZED SIGNATURE, ALCOHOL AND TOBACCO TAX AND TRADE BUREAU <i>Shirley Gumbs</i>
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FOR TTB USE ONLY

QUALIFICATIONS TTB has not reviewed this label for type size, characters per inch or contrasting background. The responsible industry member must continue to ensure that the mandatory information on the actual labels is displayed in the correct type size, number of characters per inch, and on a contrasting background in accordance with the TTB labeling regulations, 27 CFR parts 4, 5, 7, and 16, as applicable.	EXPIRATION DATE (if any)
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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. STOP

— ESSENTIAL ARTICLE —

The Willametter

VINTED FROM:
2017 Pinot Noir

SOURCED FROM:
Territory of Oregon

TRANSMITTER:
Joseph J. May

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.



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.

—ESSENTIAL ARTICLE—

VINTED FROM:

2017 Pinot Noir

SOURCED FROM:

Territory of Oregon

TRANSMITTER:

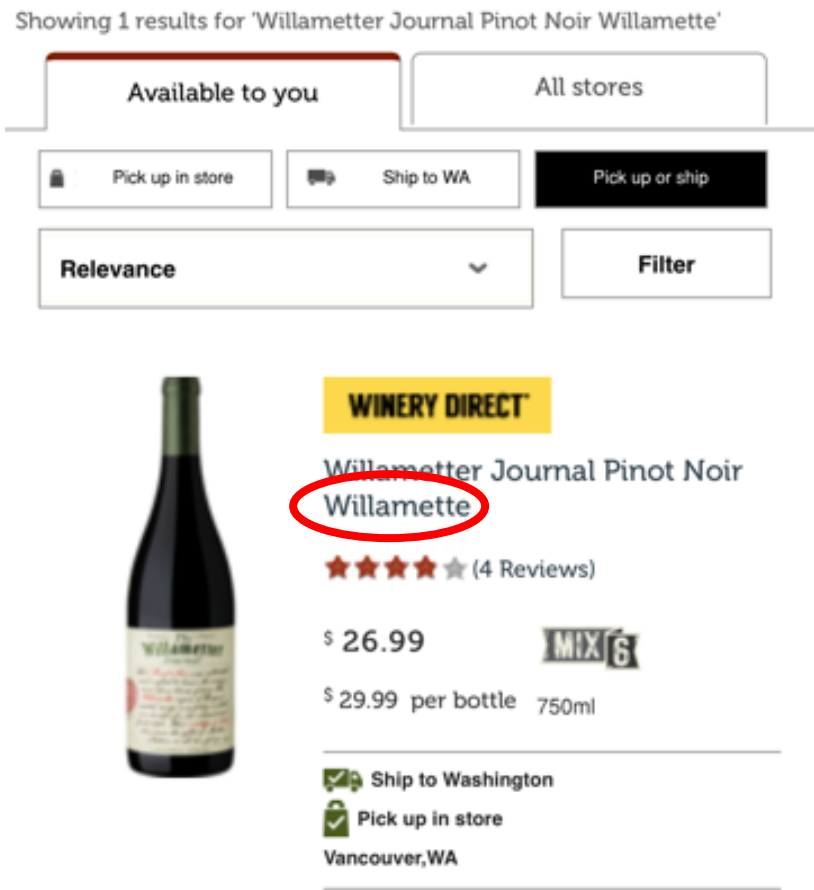
Joseph J. Wagner

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RUTHERFORD, CA.

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Facts on Copper Cane's Deception

1. Pinot Noir is not grown on the Oregon Coast, and the AVAs of Willamette Valley, Umpqua Valley and Rogue Valley are not “nested” in this fictitious Coast designation.
2. Elouan Pinot Noir & Rose and Willametter Journal Pinot Noir are not made in Oregon.
3. Even if the wines were made in Oregon, they are deceptively advertised.



FOR IMMEDIATE RELEASE

September 26, 2018

Contact: Natalie Pavlatos, 202-777-3539, npavlatos@clsstrategies.com

**SENATE PASSES BIPARTISAN RESOLUTION RECOGNIZING
CONTRIBUTIONS OF AMERICAN VITICULTURAL AREAS**

*Builds upon global industry efforts to promote awareness of and appreciation for protecting all wine
region names worldwide*

WASHINGTON – The Wine Origins Alliance (WOA) today praised the passage of a bipartisan congressional resolution, S. Res. 649, that recognizes the uniqueness and value of American Viticultural Areas (AVAs). The Senate resolution, introduced by Senators Roy Blunt (R-MO) and Jeff Merkley (D-OR), acknowledges the distinctiveness of American wine regions and the contributions they provide to the U.S. and global economy.

“Missouri has a rich history in winemaking dating back to German settlers in the mid-1800s,” said Blunt. “Today, the wine industry contributes more than \$1.7 billion annually to the state’s economy. Missouri is also fortunate to have the very first federally-designated American Viticultural Area in the country, which is located in Augusta, Missouri. I am pleased that my colleagues joined Senator Merkley and I in supporting our nation’s wines, wineries, and wine-growing regions across the country.”

“Oregon wine country is one of the most beautiful and productive regions of our state,” said Merkley. “Our delicious pinots, Rieslings and more create jobs and fuel our tourist economy. I am happy to recognize the wine industry’s incredible contributions to Oregon and the United States, and will continue to be a strong ally and customer!”

Congress of the United States

Washington, DC 20510

October 9, 2018

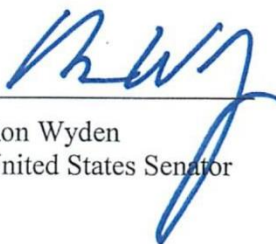
John Manfreda
Administrator
Alcohol and Tobacco Tax and Trade Bureau

Dear Administrator Manfreda:

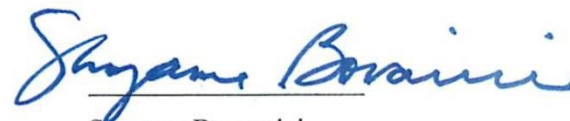
We write today to express concerns about a California winery that may be misleading consumers using labels inferring that their wine originates from specific, federally-approved American Viticultural Areas (AVAs) in Oregon.



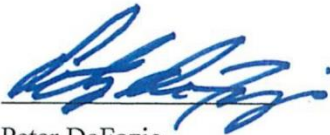
Jeffrey A. Merkley
United States Senator



Ron Wyden
United States Senator



Suzanne Bonamici
Member of Congress



Peter DeFazio
Member of Congress



Earl Blumenauer
Member of Congress



Kurt Schrader
Member of Congress



Chapter 845 | Division 10

MANUFACTURERS; WHOLESALERS; IMPORTERS

845-010-0910 | Wine Produced or Bottled in Oregon from Vitis Vinifera or its Hybrid Grades — Purpose and Applicability

(1) The Commission sets rigorous labeling standards for grape wine produced or bottled in Oregon to:

- (a) Ensure accurate presentation of the product; and
- (b) Encourage Oregon's wine industry by enhancing the quality, image and marketability of Oregon wine.

(2) OAR 845-010-0905 through 845-010-0930 apply to all grape wines produced or bottled in Oregon from vitis vinifera or its hybrid grapes, including restored or unrestored concentrated must of those grapes. They also apply to all grape wines on which "Oregon" or an appellation of origin wholly within Oregon appears as the appellation of origin, regardless of where the wine was produced or bottled. These rules prevail in any conflict between these rules and other rules in chapter 845, division 010.

845-010-0280 | Standards of Identity and Prohibited Practices Concerning Wine

The regulations of the Alcohol and Tobacco Tax and Trade Bureau (TTB) of the United States Department of Treasury apply to all wine sold in Oregon by a Commission licensee. In any case where OAR 845-010-0905 through 845-010-0930 impose requirements beyond those in these federal regulations, or disallow any practice the federal regulations allow, 845-010-0905 through 845-010-0930 prevail.

845-010-0290 | Labeling Requirements for Wine

(1) "Label" means all information-bearing material attached to or a part of a wine container, including all closures.

(2) All wine labels must comply with the requirements of the Commission's advertising rules (OAR chapter 845, division 007), OAR 845-010-0280 (federal standards for wine identity), 845-010-0206 (Private Labels) and 845-010-0905 through 845-010-0930 (Oregon standards for wine identity) when applicable, and must be approved by the Alcohol and Tobacco Tax and Trade Bureau (TTB). If a manufacturer or wholesaler sells a wine in Oregon that does not comply with the labeling requirements, the Commission may, in addition to any other sanction, require the licensee to stop selling and recall the wine.

COPPER CANE

WINES & PROVISIONS

Copper Cane LLC.
Fruit Supply Management
P.O. Box 660 Rutherford, CA 94573

Date: September 29, 2018

[REDACTED]

Subject: Smoke Taint Data Analysis. 2018 Harvest Year. Correspondence by Copper Cane LLC.

[REDACTED]

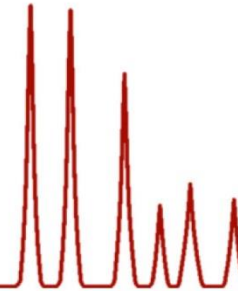
Regarding Grape Purchase Agreement ("Agreement") as dated May 30, 2016, by and between Copper Cane LLC, a California limited liability company ("Winery") and [REDACTED] ("Grower"), owner of that certain [REDACTED] vineyard property commonly known as the [REDACTED] Vineyard [REDACTED] and physically located at [REDACTED] Oregon 97538 ("Vineyard").

Due to the wild fires that occurred in Southern Oregon and Northern California in the summer and fall period of 2018, Copper Cane LLC. conducted wine analysis from grape samples collected from your Vineyard and that were fermented by the Winery. The objective of the wine analysis was to determine the measurable levels of compounds known to cause 'smoke taint' in fermented wines. According to research conducted by Enartis-Vinquiry and by the Australian Wine Research Institute, the most effective time to test levels of volatile and non-volatile phenolic compounds in grapes that cause 'smoke taint' is as close to the harvest date as possible.

Copper Cane LLC., contracted with the Enartis-Vinquiry Laboratory to analyze the fermented wines from grapes collected from your vineyard for several compounds that have been identified with 'smoke taint' in finished wine. The volatile phenolic compounds identified by Enartis-Vinquiry include the following: Guaiacol and 4-methylguaiacol. Each of these compounds was analyzed for their concentrations in micrograms per Liter ($\mu\text{g/L}$) by Gas Chromatography and Mass Spectrophotometer (GCMS) to provide the Winery with a measurable indication of the risk for smoke taint in the finished wine from your vineyard. The data for your vineyard as received by the Winery from Enartis-Vinquiry Laboratory has been enclosed for your records. The results for the wines fermented from grapes sampled from your Vineyard are included in the table below.

ETS

LABORATORIES

**LABORATORY
REPORT
1179423**

Trium Wine
Attn: Laura Lotspeich
7112 Rapp Lane
Talent, OR 97540

Samples Received
29 September 2018 11:09 am

Analysis Reported
30 September 2018 11:57 am

Analyte	Result	Analysis Date	Method Reference
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809290183 Merlot

guaiacol (GC/MS)	0.6 µg/kg	9/30/18	
4-methylguaiacol (GC/MS)	<0.5 µg/kg	9/30/18	

809290184 Pinot Gris

guaiacol (GC/MS)	1.4 µg/kg	9/30/18	
4-methylguaiacol (GC/MS)	<0.5 µg/kg	9/30/18	

OLCC Copper Cane Reported Tonnage

Depending upon the percentage of sales scanned vs total sold to all accounts, it is possible Copper Cane experienced approx. 75,000 cases in depletions to accounts and based upon their rate of growth, up to 100,000 cases in shipments to distributors in a 12 month period. In Oregon, Elouan Pinot Noir is currently in stores a vintage behind at 2015.

The 2017 tonnage (using 65 cases per ton) equals 261,715 cases indicating Copper Cane, given their case sales growth rate, is on the way to being seriously over inventoried and needed to cut at least 2,000 tons off the 2018 harvest.

Verified Nielsen scan data:

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

ELOUAN PINOT NOIR 750 ML (\$19-19.99)

#1 grossing in Dollars at \$9,006,402

#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+, 52 weeks ending 6/30/18

ELOUAN ROSE 750 ML (\$16-16.99)

#1 grossing in Dollars at \$1,130,314

#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 9L cases

Information from the OLCC:

"In January, Copper Cane reported that in 2017 grapes were shipped to Copper Cane from 15 wineries and 38 vineyards."

Copper Cane	Tonnage	Case Equivalent
2017 grapes tonnage received	4,026.38	261,715



Oregon Solidarity Wines

Oregon Solidarity Wines, to be legally labeled with the Rogue Valley AVA, from an appeal by the Oregon Winegrowers Assn

6 growers | 149 tons | \$323,750 wine grapes

First of its kind coalition winemaking effort by King Estate, Willamette Valley Vineyards, The Eyrie Vineyard and Silvan Ridge investing over \$800,000 to make these coalition wines.

Rose in March (2,000 cases)

Chardonnay in June (900 cases)

Pinot Noir in August (2,400 cases)

Net proceeds to Rogue Valley Vintners to help uninsured growers.



Oregon Solidarity Winemaker Assessments

“I can’t believe how delicious the Chardonnay is turning out. We initially took in 2 tons from Quail Run Vineyard and once I had a chance to taste the fruit I realized how perfect it would be for a barrel fermentation program. We increased the request and took in another 10 tons. The wines are happily fermenting in barrels and all the amazing tropical fruit esters are coming out, there isn't the slightest hint of smoke whatsoever.”

- Joe Ibrahim, Head Winemaker at Willamette Valley Vineyards

“We’re working with a new vineyard from Ashland, Maison Tranquille, as part of the Solidarity project. The high elevation site seems well-suited for Pinot Noir. The fruit arrived at our winery in excellent condition despite being picked later than most sites in the Rouge Valley. The additional hangtime seems to have concentrated flavors, but there is still nice acidity and overall structure. Fermentations are ongoing, but showing great potential with pleasant notes of raspberry, cherry, and black tea.”

- Brent Stone, Winemaker at King Estate

“This is not my first time working with Michael Moore of Bayliss and Quail Run, and I've been always impressed with the quality of the wines made from his grapes, but this is my first time working with Pinot Noir coming from one of his vineyards. I can't believe these grapes were rejected!! Bayliss Vineyard wine delivers a deep dark ruby color with aromas of reds berries preserves transition into a luscious palate with raspberries and pomegranate. Soft tannins are framed by bright acidity and a long finish. This is just after two weeks of fermentation!”

- JP Valot, Winemaker at Silvan Ridge

Governor's Taskforce on Cancelled Grape Contracts

Oregon Solidarity

Gov's Office

Jason Lewis-Berry (Taskforce Leader)
Alex Campbell (Southern Oregon)
Jeff Rhoades (Policy)

Business Oregon

Chris Harder (Director)
Nick Batz (Legislative Director)
John Saris (Finance Director)

Dept of Agriculture

Alexis Taylor (Director)

Travel Oregon

Todd Davidson (Exec Dir)
Kevin Wright (VP Marketing)

Dept of Business and Consumer Services

Kevin Jeffries (Consumer Liaison)



473.045¹

Tax on sale or use of agricultural products used by wineries

(1) A tax is hereby imposed upon the sale or use of all agricultural products used in a winery for making wine.

(2) The amount of the tax shall be \$25 per ton of grapes of the vinifera varieties, whether true or hybrid.

(3) An equivalent tax is imposed upon the sale or use of vinifera or hybrid grape products imported for use in a winery licensed under ORS chapter 471 for making wine. Such tax shall be \$25 per ton of grapes used to produce the imported grape product. The tax shall be determined on the basis of one ton of grapes for each 150 gallons of wine made from such vinifera or hybrid grape products.

(5) In the case of vinifera or hybrid grape products harvested in this state, \$12.50 of such tax shall be levied and assessed against the person selling or providing such grape products to the winery. If the purchasing winery is licensed under ORS chapter 471, that winery shall deduct the tax levied under this subsection from the price paid to the seller. If the purchasing winery is not licensed under ORS chapter 471, the seller shall report all sales on forms provided by the Oregon Liquor Control Commission and pay \$12.50 per ton as a tax directly to the commission.

ORS Chapter 471 Winery Licensees

471.223 Winery license. (1) As used in this section, “control” means that the licensee:

- (a) Owns the brand under which the wine or cider is labeled; or
- (b) Performs or has the legal right to perform all of the acts common to a brand owner under the terms of a trademark license or similar agreement that for the brand under which the wine or cider is labeled has a term of at least three years.

ORS 471.244¹

Certificates of approval for malt beverages, cider or wine

(1) No licensee of the Oregon Liquor Control Commission shall manufacture, import into, or purchase in the State of Oregon for resale therein any malt beverages, cider or wine unless the manufacturer of such malt beverages, cider or wine has first obtained from the commission a certificate of approval, except that with respect to malt beverages, cider or wine manufactured outside the United States, the certificate of approval may be obtained by the person importing same into the United States. Such certificate of approval shall be granted only to manufacturers or importers who shall have entered into an agreement with the commission to furnish a report to the commission, on or before the 20th day of each month, showing the quantity of malt beverages, cider or wine delivered to each licensee of the commission during the preceding calendar month, and to faithfully comply with all laws of the State of Oregon pertaining to traffic in malt beverages, cider or wine. If any holder of such certificate, or any officer, agent or employee of such holder, shall violate any term or provision of such agreement, or submit any false or fictitious report, the commission may, in its discretion, suspend or revoke such certificate.

471.282 Direct shipper permit; fees. (1) Notwithstanding any other provision of this chapter and except as provided by ORS 471.186 (6), a person may sell and ship malt beverages, wine or cider directly to a resident of Oregon only if the person holds a direct shipper permit. The Oregon Liquor Control Commission shall issue a direct shipper permit only to:

- (a) A person that holds a license issued by this state or another state that authorizes the manufacture of malt beverages, wine or cider;
- (8)(b) A person holding a direct shipper permit based on a license issued by another state must timely pay to the commission all taxes imposed under ORS chapter 473 on all malt beverages, wine or cider sold and shipped directly to Oregon residents under the permit. The permit holder, not the purchaser, is responsible for the tax.



Thank you!

Jim Bernau, Founder & CEO
Jim.Bernau@wv.com