

/ O P E N I N G S E M I N A R



**RICK TIGNER**  
CEO & President

1 2 S e p t e m b e r 2 0 1 8

[www.capewine2018.com](http://www.capewine2018.com)

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**CAPEWINE 2018**

DELIVERED BY  
**DHL**



A wide-angle landscape photograph of a vineyard region. The foreground is filled with the lush green leaves and dark brown wooden posts of a vineyard. Beyond this, a series of rolling hills are visible, each covered in meticulously terraced vineyards. The terraces follow the contours of the hills, creating a rhythmic pattern of green and light brown soil. Scattered throughout the landscape are clusters of trees, some standing alone on hilltops and others in small groves. The sky is a pale, clear blue, and the overall lighting suggests a bright, sunny day. The text "THE LAND AS OUR GUIDE" is superimposed in a clean, white, sans-serif font across the lower portion of the image.

THE LAND AS OUR GUIDE



# JESS

# JACKSON

Founder of Jackson Family Wines

“Our family culture is built on the time-honored principles of hard work, integrity, and uncompromising desire for quality and the long-term stewardship of the land.” - Jess Jackson



# FAMILY IS OUR GREATEST NATURAL RESOURCE

(L-R) MacLean Hartford, Max Murray, Harley Jackson, Hartford Murray,  
Ariel Jackson, Chris Jackson, Barbara Banke, Don Hartford, Jenny  
Jackson Hartford, Rick Giron, Laura Jackson Giron, Julia Jackson, Katie  
Jackson, Shaun Kajiwara

STRATEGIC PILLARS

Jackson Family Wines' Foundation that drives Strategic Initiatives



PEOPLE

Develop & Retain Our Talent



LANDS

Leverage & Grow Our Assets




BRANDS

Build & Enhance Brand Equity



INNOVATION

Drive New Ideas & Creative Solutions

- 
- Premium collection of wineries and vineyards that span the globe
  - Family ethos rooted in quality and stewardship
  - Multigenerational vision since planting our first vine in 1974
  - Winegrowing rooted in responsible practices
  - Focus on artisan winemaking techniques

# ABOUT JACKSON FAMILY WINES

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H I L L S I D E S , R I D G E S , B E N C H E S &

S L O P E S

Each of our wineries has its own distinct fingerprint and style driven by the terroir of our family-owned vineyards, and the trust we have in our winemakers to pursue their philosophies for distinguished wines.

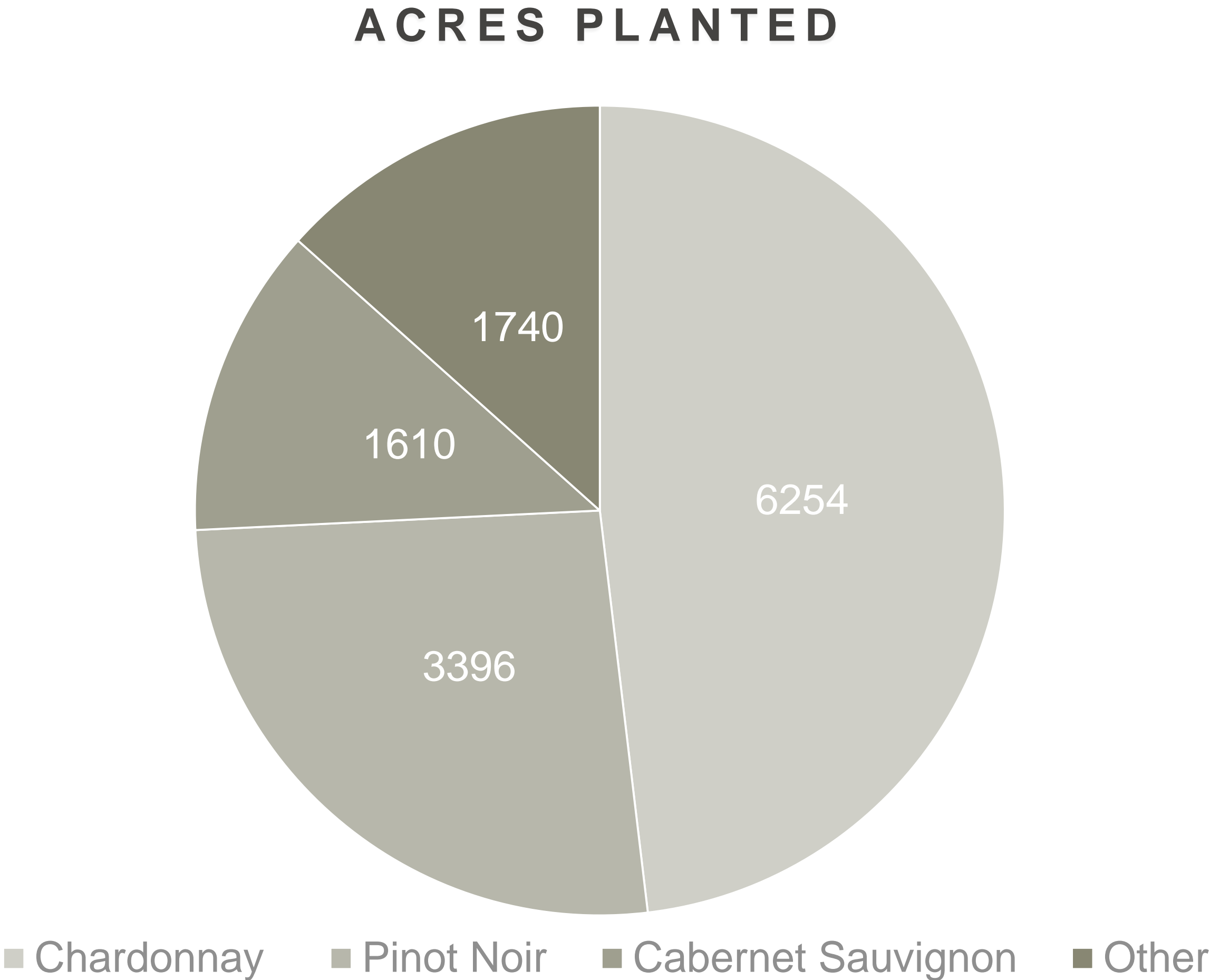
# OUR FOCUS

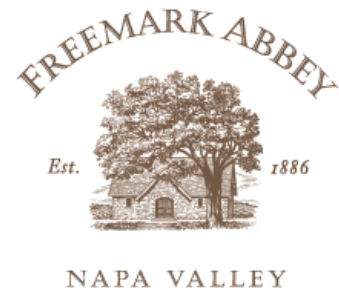
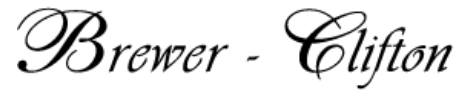
*Specialists in Chardonnay, Pinot Noir and Cabernet Sauvignon*

We’ve explored the world through the lens of classic varietals.

Each of our vineyard sites was chosen with precision because it has a unique character that leads to distinctive wine.

Our portfolio showcases the terroir and nuanced personality of these grapes.





# JACKSON FAMILY WINES

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# PREMIUMIZATION & BUILDING STRONG BRANDS

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# ELEVATING & COMPLETING OUR PORTFOLIO

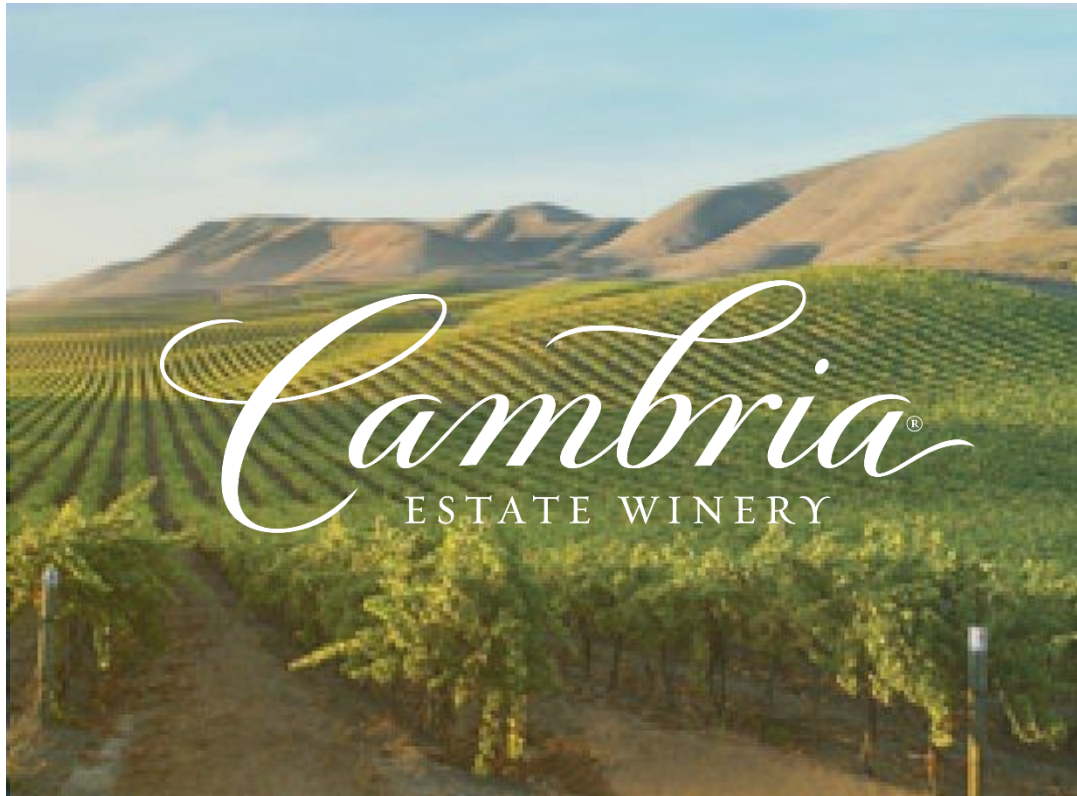
1 9 7 4

Farmers from the beginning, Jess Stonestreet Jackson, Jr. buys an orchard in Lake County and plants Chardonnay grapes



1 9 8 6

Tepesquet Vineyard – Cambria Estate Winery, Santa Barbara County



1 9 8 2

First vintage of Kendall-Jackson Vintner's Reserve Chardonnay



1 9 9 3

Maule Valley, Chile – Alcance



1 9 9 5

Mountain Vineyards in Sonoma County & Napa Valley – Stonestreet & Lokoya



# ELEVATING & COMPLETING OUR PORTFOLIO

1 9 9 4

Tenuta di  
Arceno,  
**Tuscany, Italy**



2 0 0 3

Chateau Lassègue,  
**Bordeaux, France**



2 0 1 2

Hickinbotham  
Clarendon  
Vineyard,  
**Australia**



2 0 0 0

Yangarra,  
Australia &  
**Matanzas Creek,**  
Sonoma County



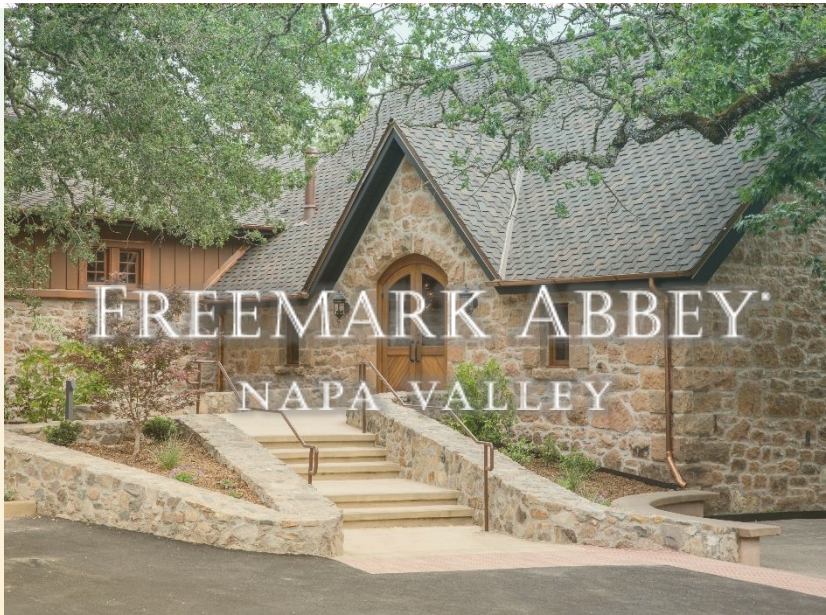
2 0 0 5

**La Jota,** Napa  
Valley



2 0 0 6

**Freemark  
Abbey,** Napa  
Valley



# ELEVATING & COMPLETING OUR PORTFOLIO

2013

**Capensis,**  
Western Cape,  
South Africa



2014

Fijnbosch  
Vineyard,  
**Stellenbosch,**  
South Africa

2015

**Siduri,**  
Sonoma  
County



2017

**Brewer-  
Clifton,** Sta.  
Rita Hills,  
California



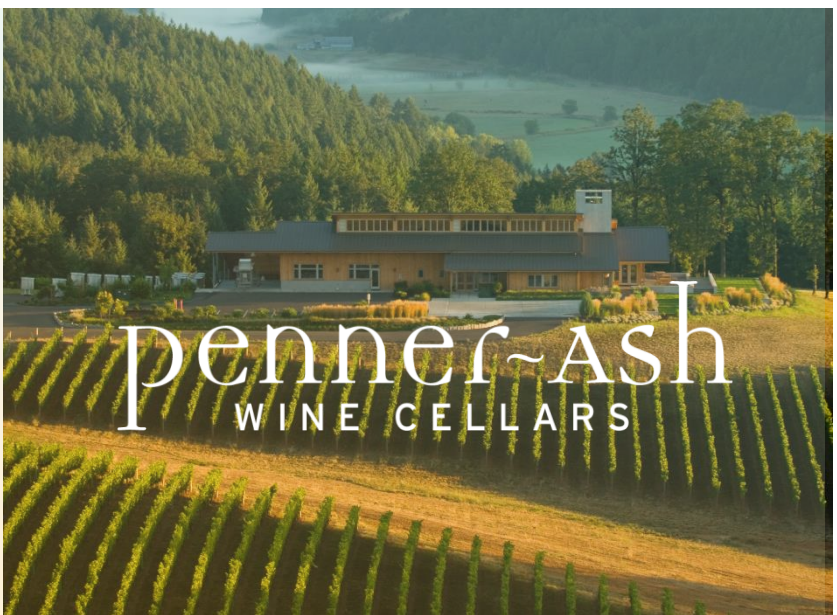
2014

Zena Crown &  
Gran Moraine  
Vineyards,  
**Willamette  
Valley, Oregon**



2016

**Penner-Ash Wine  
Cellars &  
WillaKenzie,**  
Willamette Valley,  
Oregon

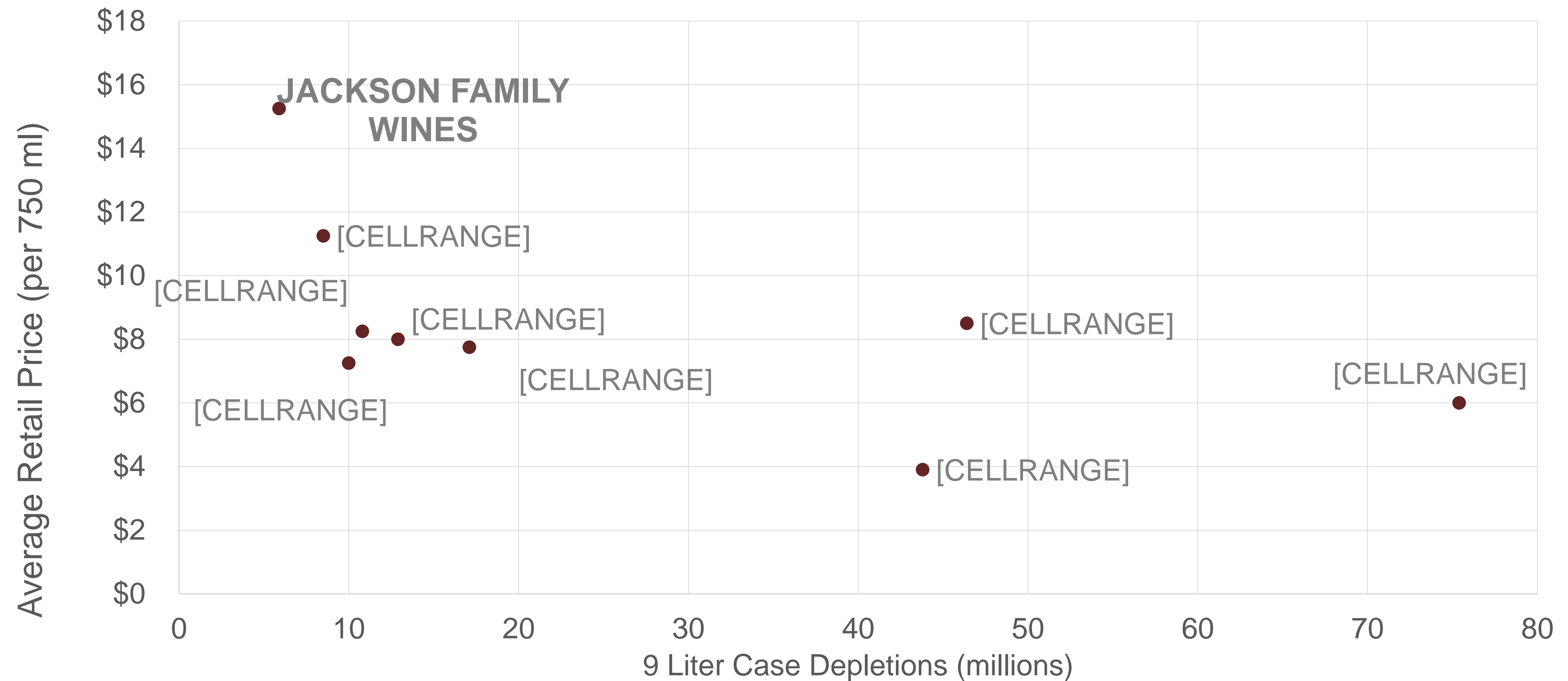


**Copain Wines,**  
Sonoma County,  
California



# JACKSON FAMILY WINES LEADS IN PRICE AND VOLUME

## AMONG THE TOP IMPACT 2017 STILL WINE SUPPLIERS IN US MARKET



Source: Impact Databank 2018

Notes: Understates total consumer expenditures because one-premise sales are estimated at retail level. Excludes wine-based RTDs, exports, own-labels and bulk wine sales to other wineries



# ENVIRONMENTAL STEWARDSHIP & SOCIAL RESPONSIBILITY

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# S O C I A L R E S P O N S I B I L I T Y

- Paying a living wage
- Providing health care
- Supporting community
- Volunteer programs
- JFW Cares Foundation





# ENVIRONMENTAL STEWARDSHIP

- Leave majority of lands wild to enhance biodiversity
- Twice as water efficient as U.S. industry average
- Water Reuse - Barrel Washing System
- Largest generator of solar energy in U.S. wine industry
- 98% diversion of bottling waste





# CAPENSIS



## IN ACTION SOUTH AFRICA

- Cultivating Biodiversity: removed alien plants, created wildlife corridor, restored natural spring
- Water Saving: Drip system, irrigation control, native plants
- Long-Term Planning: Implement state-of-the-art water saving and solar technologies

# CERTIFIED VINEYARDS & WINERIES GLOBALLY



# TRANSPARENCY & GOAL SETTING

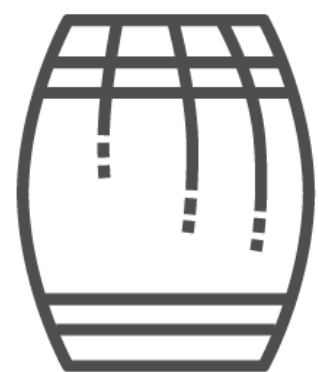


RESPONSIBILITY REPORT 2016  
PREPARED FOR THE JACKSON FAMILY  
BY ANTHESIS CONSULTING GROUP



## Select 5 Year Goals (By 2021):

- 25% GHG intensity reduction
- 33% Water intensity reduction
- 50% Electricity offset from solar
- 85% Sustainable grower fruit
- Zero Waste wineries & tasting rooms



WINE LOSS



CROP ESTIMATION



WATER CONSERVATION  
& REUSE



CO<sub>2</sub> & VOC CAPTURE



LAND STEWARDSHIP  
& SOIL HEALTH



“Take care of the land and it will take care of  
you.”

- Jess Jackson, Founder of Jackson Family  
Wines

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# CAPEWINE 2018



/ THANK YOU