

HARKEN

ABOUT HARKEN

We created Harken Chardonnay because we missed that rich, oaky taste of Chardonnays gone by. At some point, someone decided that those great toasty notes and buttery finish went out of style. We think that's crazy. So we brought it back.

BRAND HIGHLIGHTS

- Top 20 Super Premium Chardonnay, is **growing at 36%** vs YAG-- **2.5 times faster than the super premium chardonnay segment!**
- Of the Top 20 Super Premium Chardonnay SKUs, **Harken delivers more dollars per store selling than all but the top 6 Super Premium Chardonnay SKUs!**
- **100% barrel fermented, (no floating chips, oak staves, or liquid oak)** which helps to achieve the natural richness in flavor. Harken is aged seven months in fusion barrels made of alternating staves of 60% American oak and 40% French oak.

***New On-Premise Only SKU** - Harken Winemaker Select

- Screw Cap, No UPC, 750mL Only

FORMATS



750mL

Chardonnay
Pinot Noir
(select markets)



375mL

Chardonnay



19.5L Keg

Chardonnay



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WINEMAKER NOTES

Harken Chardonnay is 100% barrel fermented to create a rich Chardonnay exhibiting a classic profile of tropical fruit and Bosc pear with warm oak aromatics. The palate suggests crème brûlée and buttered toast, and finishes with fresh acidity.

BRAND ACCOLADES AND CERTIFICATIONS



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2019 CHARDONNAY
**BTI'S WORLD VALUE
WINE CHALLENGE**
October 2020

GOLD

2018 CHARDONNAY
**SAN JOAQUIN
WINE COMPETITION**
July 2020

91

2018 CHARDONNAY
BLUE LIFESTYLE
July 2020

89

2018 CHARDONNAY
WINE.COM
April 2020



POS SUPPORT



Pole Topper/Rack



Case Sleeve



Shelf Talkers