

NAPA

WINE, FOOD AND CONVERSATION FROM NAPA VALLEY VINTNERS

Understanding Cabernet Sauvignon

Recipes from Somms & Sliders

Greening Napa for the Future

Meet Our Vintners

Ride or Hike the Vine Trail

ACHIEVING SUCCESS BEGINS WITH SHARED VISION

From our shared commitment to excellence, to caring for the community, J.P. Morgan and Napa Valley Vintners are proud to partner to bring out the best of Napa Valley.

About JPMorgan Chase & Co.
JPMorgan Chase & Co. (NYSE: JPM) is a leading global financial services firm with assets of \$2.4 trillion and operations worldwide. The Firm is a leader in investment banking, financial services for consumers and small businesses, commercial banking, financial transaction processing and asset management. A component of the Dow Jones Industrial Average, JPMorgan Chase & Co. serves millions of consumers in the United States and many of the world's most prominent corporate, institutional and government clients under its J.P. Morgan and Chase brands. Information about JPMorgan Chase & Co. is available at jpmorganchase.com.



| | |
|----|----------------------------------|
| 5 | UNDERSTANDING CABERNET SAUVIGNON |
| 12 | RECIPES FROM SOMMS & SLIDERS |
| 17 | GREENING NAPA FOR THE FUTURE |
| 23 | MEET OUR VINTNERS |
| 32 | RIDE OR HIKE THE VINE TRAIL |



napa valley vintners

FIND US
NapaVintners.com

[Instagram.com/NapaVintners](https://www.instagram.com/NapaVintners)

LIKE US
[Facebook.com/NapaVintners](https://www.facebook.com/NapaVintners)

FOLLOW US
[@NapaVintners](https://www.twitter.com/NapaVintners)

SEE US
[YouTube.com/NapaVintners](https://www.youtube.com/NapaVintners)

P.O. Box 141
St. Helena, CA 94574
707.963.3388

Welcome to Napa!

A passion for quality winemaking, combined with the drive to protect the land and community is what sets Napa Valley apart.

The valley's combination of diverse soils, ideal climate and varied terrain are perfectly suited for growing a wide variety of fine wine grapes. Vineyards are intentionally farmed to produce low yields of the highest quality. Throughout the growing season, vines are carefully managed to ensure optimal fruit development. In the fall, grapes are harvested mostly by hand and often at night to preserve fresh fruit flavors.

Napa Valley is the most renowned winegrowing region in the United States and also one of the smallest, producing a mere 4% of California's annual wine grape harvest. The wineries are small, too, with 80% making fewer than 10,000 cases of wine annually and 95% are family owned. Although small in size, the Napa Valley wine industry has a big impact, creating more than 300,000 U.S. jobs and providing a \$50 billion annual impact on the American economy.

It's not just the land that makes Napa Valley special. A history of leadership has also shaped this winegrowing region. From America's first Agricultural Preserve to development of the Napa Green Certified Land and Winery programs to the \$170 million given to area nonprofit organizations, Napa Valley's vintners and growers are committed to cultivating excellence.

Enjoy,

Napa Valley Vintners



GET YOUR HANDS ON NAPA VALLEY'S RAREST WINES

Produced in California's renowned Napa Valley, Premiere Napa Valley is one of the most limited wine brands in the world. Top winemakers craft these innovative, ultra-boutique wines in lots as small as 60 bottles and never more than 240. Wine sellers capture these one-of-a-kind gems for their most discerning customers.

HOW TO FIND THESE INCREDIBLE WINES FOR YOUR OWN CELLAR?

Visit PremiereNapaWines.com and view all the offerings by winery, variety and more, and discover how to make them your own.



napa valley vintners



CABERNET SAUVIGNON

UNDERSTANDING Napa Cabernet

BY MADELINE PUCKETTE

By learning more about Napa's great Cabernets, we can better understand what makes this variety exceptional and spot Napa Valley wines with great promise and potential. Here, Madeline Puckette, sommelier and co-founder of Wine Folly, simplifies the world-famous Napa Valley Cabernet Sauvignon.

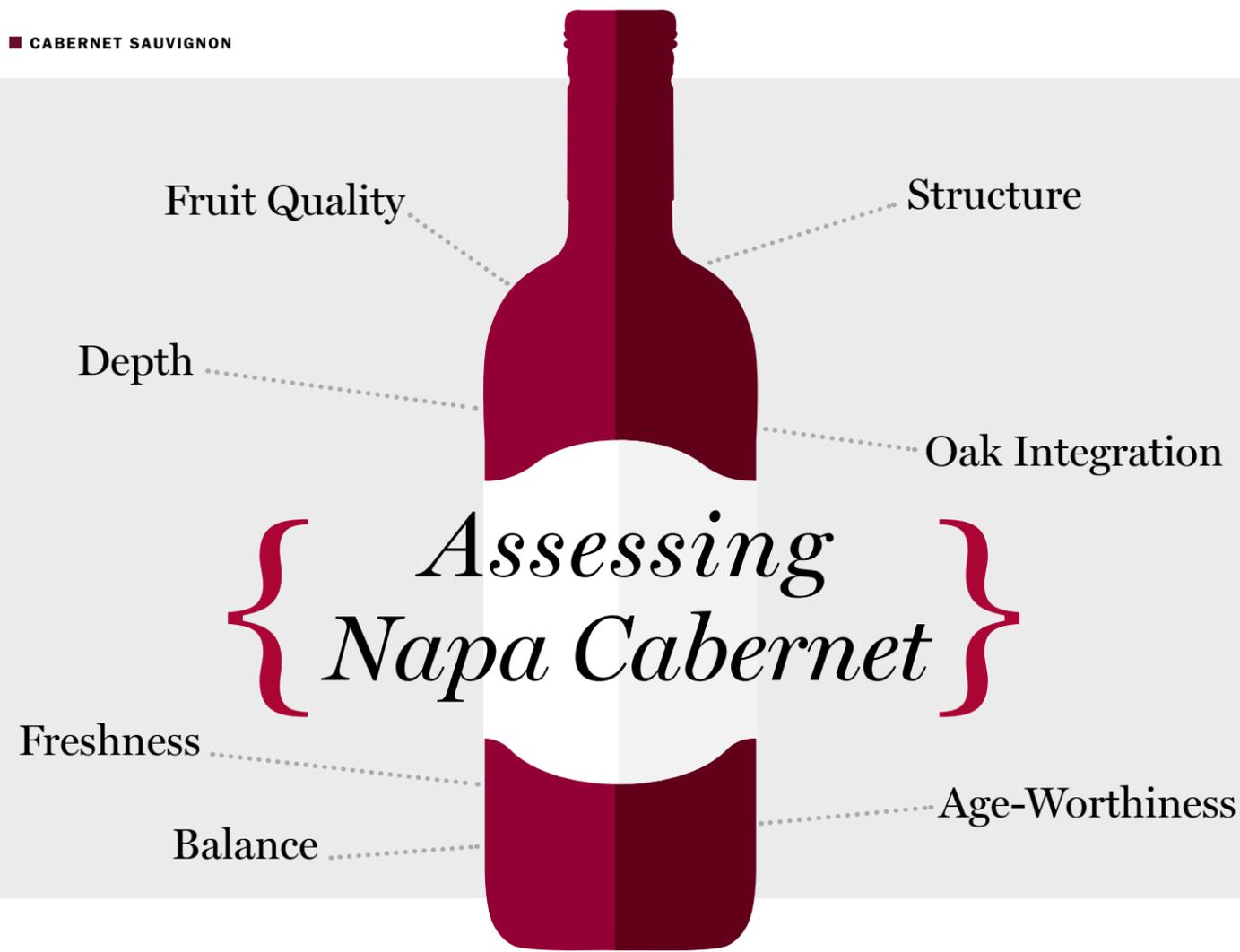
It all started with a little too much ambition ...

Had it not been for the overambitious vision of a few individuals, Napa Valley might not have become one of the most important wine regions in the world. When Napa Valley was just getting started, America's passion for Bordeaux wines was feverishly high. Napa Valley's vintners no doubt observed the success of Bordeaux, using the region for inspiration.

Since Napa Valley winemakers couldn't simply make a wine with the Bordeaux name on the label, they did the next best thing: They imported Bordeaux grapes (including Cabernet Sauvignon and Merlot) and learned French winemaking techniques.

You have to remember that back then, most California wines were sold in jugs (or worse, tanks!) and aged in large redwood vats—a very different scene from today's production process.

It wasn't until the 1970s and 1980s that Napa Valley showed the world it meant business with Cabernet Sauvignon. In 1976, a private wine competition in Paris judged by several top French trades and journalists compared current releases of Bordeaux and Napa wines. Later called the "Judgment of Paris," the tasting results showed that American Cabernet could stand toe-to-toe with the most important Bordeaux wines of the time. A decade later, Bordeaux wine critic Robert Parker awarded the 1985 Groth Cabernet Sauvignon a perfect 100 points, the first Napa Valley wine to receive this coveted score.



When wine critics assess Napa Cabernet Sauvignon, they look for several features and characteristics.

FRUIT QUALITY

The best Napa Cabernet wines consistently exhibit flavors of blackcurrant, ripe (not baked) plum, subtle licorice, black cherry, raspberry, as well as blueberry or blackberry. These tasting notes associated with Cabernet indicate that the grapes were perfectly ripe when picked.

DEPTH OF FLAVOR

Having depth means that wines reveal layers of flavors that evolve over the duration of the tasting experience, which can sometimes last more than a minute. For example, flavors may start out as fruity, and then become more mineral (pencil lead or “dusty”) or floral (violets or sage), and then finish with oak-aged notes (such as cedar, mocha, espresso and tobacco) textured with tannin.

FRESHNESS (ACIDITY)

Floral notes and terms like “elegance” or “grace” indicate that the wine has good acidity—an age-worthy trait.

STRUCTURE (TANNIN)

Tannins can range from fine-grain to firm, but what’s important is that they are well integrated—meaning they match the intensity of the fruit flavors, acidity and alcohol in the wine.

OAK

The use of oak is always present in the best Napa Cabernet wines. The question isn’t how much oak is used specifically (because it varies), but rather how that oak comes across in the taste. When used well, oak acts like seasoning that brings out the other flavors in the wine.

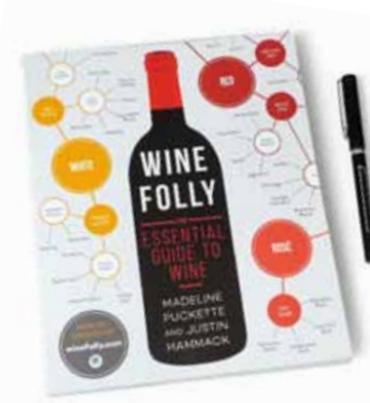
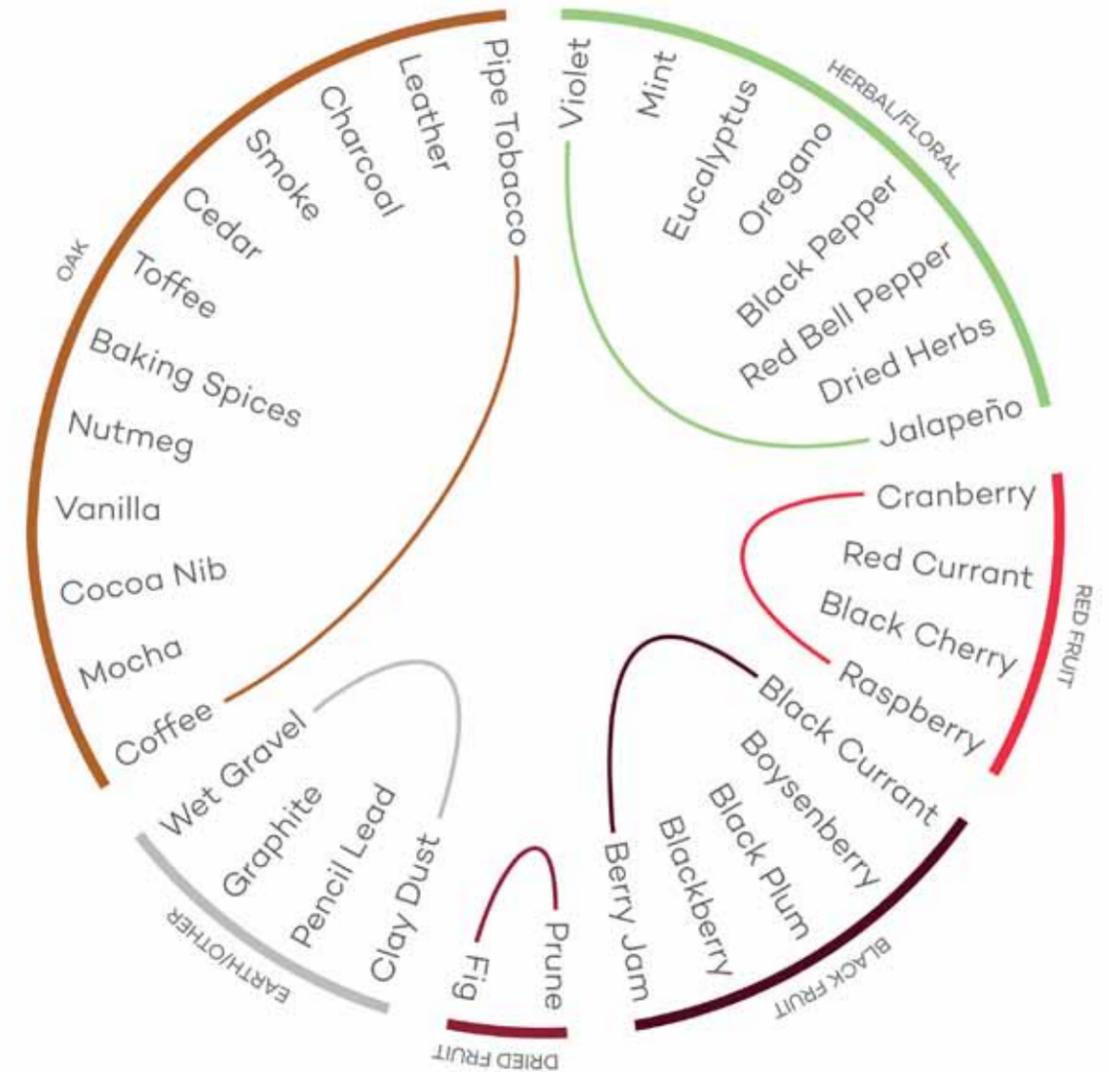
OVERALL BALANCE

The highest-quality wines all have intense flavor (and a high level of color extraction), but all the components in the wine are perfectly balanced with one another.

AGE-WORTHINESS

While the late 1990s and early 2000s had several top Napa Cabernets with estimated aging periods of just 10 to 12 years, more modern wines appear to age longer, starting at 15 or more years.

Cabernet Sauvignon
POSSIBLE FLAVORS



From *Wine Folly: The Essential Guide to Wine* by Justin Hammack and Madeline Puckette, published by Avery.

MADLINE PUCKETTE is a certified sommelier with the Court of Master Sommeliers and co-founder of Wine Folly, a website (and subsequent book) that makes learning about wine accessible and fun, with a focus on colorful graphics and easy-to-read information. “People my age and younger have all grown up on the Internet. Creating a place that has useful information about wine seemed fundamentally important for how our generation learns.” Puckette realizes that wine can be intimidating, and people often don’t know where to start. “The goal of Wine Folly is to share wine knowledge in a way to encourage and inspire new drinkers,” she says.

Want to learn more about wine? “The only thing that separates someone who knows a little bit or a lot about wine is an active interest. Pay attention and ask questions—to others, and even to your phone—and you’ll find a world of wine as deep as you want it to go.”

For more information, go to winefolly.com and follow at @winefolly.

What Makes Napa Valley Ideal for Cabernet Sauvignon?

YOU'VE GOT TO HAVE THE RIGHT CLIMATE

When it comes to producing great wine, you must start with growing great grapes. Cabernet Sauvignon vines are best suited for a sunny, warm (and not too hot) climate, so that the grapes ripen slowly. While many places in California are quite hot, and increasingly so, Napa Valley's location on the San Pablo Bay causes an induction effect at night that delivers morning cloud cover. The morning fog slows certain aspects of ripening. Additionally, Napa Valley AVAs that are above the clouds—for instance, Howell Mountain and Atlas Peak—have higher elevation to their advantage. Higher temperature shifts between night and day in the hills slow certain aspects of ripening, maintaining acidity.

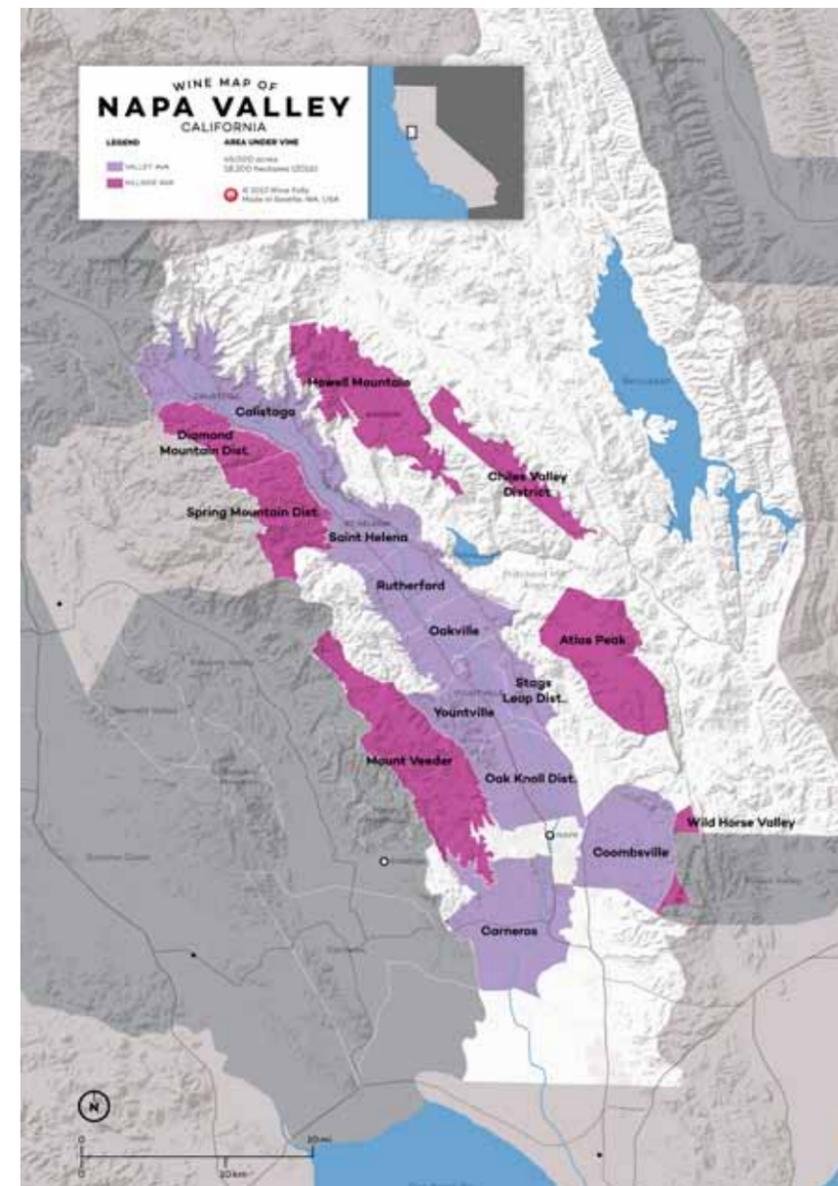


THE QUALITY OF NAPA'S SOILS

Many different soil types are suited for Cabernet Sauvignon, but ultimately what's important is good drainage and not too much soil fertility. Low fertility puts the vines in a state of stress earlier in the growing season, which shifts the vine's focus from growing leaves to ripening grapes. What makes Napa Valley special—especially as a New World region—is a prevalence of volcanic soils that inexplicably add an earthy, “dusty” taste to Napa's best wines. Since earthiness and minerality are not common in New World wine regions, this “dustiness” adds complexity to Napa wines.



The morning fog plays a crucial role in how the grapes ripen in different spots in Napa Valley.



Where the Best Napa Valley Cabernet Sauvignon Wines Come From

There really isn't a single best spot in Napa Valley for Cabernet Sauvignon, because it's a matter of taste. That said, we've observed two distinct styles of Napa Cab based on where they grow. Each have their own style and unique features, so it's ultimately up to you to decide.

WINES FROM THE VALLEY FLOOR

Lush and refined.

FLAVORS

Blueberry, ripe plum, black cherry, licorice, mocha and violet (or mint). Usually well rounded with more refined flavor profiles along with fine integrated tannins.

FEATURES

If you're into lush Cabernet Sauvignon wines with a dominance of fruit flavors, then these Napa Valley AVAs are likely to make you very happy. These wines show marvelously in their first decade and hit another sweet spot at around 15 or so years of age.

WINES FROM THE HILLSIDES

Dusty and bold.

FLAVORS

Black currant, black cherry, wild berry, spice box, anise, espresso, cedar and sage. Wines have more rustic flavor profiles with heightened minerality and earthiness, supported by firm tannins.

FEATURES

If you're into bold, smoky and mineral-driven Cabernet with good structure (or tannins), then the hillside AVAs of Napa are likely to make you happy. The more variable temperatures in the hills produce smaller berries, which in turn add color and tannin to the wines. Due to higher tannins, these wines generally become more lithe and supple after at least 5 to 10 years in the bottle.



GRAMERCY TAVERN BURGER WITH NAPA VALLEY MERLOT

“Napa Valley is still delivering wines at the highest level that match brilliantly with food. The peppery and smoky flavor of the Napa Valley Merlot not only matches the burger’s full flavor but also acts as a great balance to the protein.”

—Justin Timsit, Wine Director at Gramercy Tavern



NORTH END GRILL SHORT RIB BURGER WITH NAPA VALLEY CABERNET SAUVIGNON

“The lean meat paired with the savory flavor of goat cheese and the kick of chipotle pair perfectly with the dark rich plum cassis notes you find in the Cabernet Sauvignon from Napa.”

—Crystl Horton, Wine Director at North End Grill



BOWERY MEAT COMPANY CHEESEBURGER WITH NAPA VALLEY CABERNET SAUVIGNON

“A perfect pairing for a Napa Valley Cabernet Sauvignon. It has hints of dark fruits like plum and blackberries with notes of cocoa and ripe wild berries that integrate wonderfully with the sweet, rich and decadent burger.”

—Julien Moreno, Wine Director at Bowery Meat Company



PAIRING DIVERSE NAPA VALLEY REDS WITH NEW YORK’S BEST BURGERS

It’s no secret that New York City is home to some of the nation’s most classic and storied burgers. Over the past decade, burgers of all styles have exploded on the scene, and everyone seems to have a favorite. With that in mind, the Napa Valley Vintners cast their net far and wide to ask sommeliers from some of Manhattan’s dining hot spots to pair their favorite Napa Valley reds with this iconic, all-American signature dish.

Started two years ago, Somms & Sliders brings together the diverse flavors of Napa Valley on the West Coast with the burgers of the East Coast, recommended by the discerning palates of the restaurants’ gatekeepers—their sommeliers.

The beauty of Napa Valley wines is captured in their diversity. From Michelin-starred tasting menus to the humble yet elevated craft burger chain, Napa reds work with a wide range of flavors and food partners. What the wine industry’s highly trained professionals have to say about these pairings might well intrigue you!



“The complexity of a Napa Valley Cabernet Sauvignon is what I love the most about it, because it is seamless between the notes of black fruits, spices and minerality and wrapped in a velvety texture.”

—A.J. Ojeda-Pons, Wine Director at the Lambs Club

The Lambs Club Charcuterie Burger

Makes 1 burger

- 8 oz burger blend, pressed into patty
- 1 pretzel bun
- 1 oz butter
- ½ oz coarse sea salt
- 10 turns black pepper
- 1 tbs juniper aioli
- 1 tbs whole grain mustard
- 1 oz caramelized onions
- 2 slices Brie cheese
- 1 oz pickled chanterelle mushrooms
- 1 pickle spear

JUNIPER AIOLI

Yields 1 ½ cups

- 1 egg yolk
- ½ garlic clove
- 1 tsp Dijon mustard
- 3 tbs Champagne vinegar
- 1 cup 90/10 blended oil
- Salt to taste
- 1 tbs juniper berries, ground

Combine the egg yolk, garlic, mustard and vinegar in a food processor. Slowly stream in the oil, and season with salt. The mixture should be thick and creamy. Add ground juniper. Store and keep cool.

PICKLED CHANTERELLE MUSHROOMS

Yields 2 cups

FOR THE SACHET

- ½ tsp juniper berries
- 1 tsp black peppercorns
- 1 cinnamon stick
- 2 tsp fennel seeds
- 3 tsp cardamom
- ⅞ tsp chili flake
- 1 tsp coriander
- 1 tbs mustard seeds, yellow

FOR THE LIQUID

- 1 cup water
- 1 cup rice vinegar
- 1 cup sugar
- ¼ cup salt
- 2 cups chanterelle mushrooms, cleaned

Tie the spices in a sachet or torchon and add to the liquid. Bring to a boil. Pour hot liquid over the top of 2 cups of cleaned chanterelle mushrooms. Let chill.

CARAMELIZED ONIONS

Yields 1 cup

- 2 tbs blended oil
- 4 large Spanish onions, julienned finely
- Salt to taste

In a heavy bottom saute pan, heat the oil. Add the onions and mix in the salt. Cook slowly, stirring often to ensure the caramelization does not burn. Once all onions are cooked, browned and have sweetened to desired doneness, let them cool.

Season the burger patty with the sea salt and cracked pepper. Sear in a heavy bottom pan until medium rare, about 6 minutes: 3 minutes per side.

Toast the pretzel bun in a clean pan with a little butter. Spread the aioli on the top bun and the mustard on the bottom bun. Place the onions on top of the mustard.

Top the burger with the Brie cheese slices. Use the oven to melt them. Once the cheese is melted, you can build the burger on top of the onions. Pickled mushrooms are next.

Finish the burger with the top bun and skewer from the top. Enjoy!

A.J. Ojeda-Pons oversees the continuously growing, award-winning wine program for Geoffrey Zakarian’s restaurants. He currently holds an Advanced Sommelier title from the Wine & Spirits Education Trust (WSET) and is an avid member of the Guild of Sommeliers.

“Our burger at American Cut is a rich and decadent blend of brisket, short rib and dry-aged rib-eye, which is then topped with beer cheese and bourbon onions. The toasted vanilla notes of a Napa Valley Cabernet Sauvignon play along nicely with the onions, while the opulent berry and plum flavors balance out the earthiness and dry-aged funk of the burger.”

—Mariette Bolitski, Wine Director at American Cut



American Cut’s In-House Burger

Makes 1 burger

- 2 oz end cuts of brisket
- 2 oz end cuts of short rib
- 2 oz end cuts of dry-aged rib-eye
- Salt and pepper to taste
- 1 sesame seed hamburger bun (any quality bun will work), split and toasted
- Beer Cheese
- ¼ cup caramelized onions (cooked with 1 cup bourbon)

Combine the brisket, short rib and rib-eye into a 6-oz patty (1-inch thick). Season patty with salt and pepper and grill until your desired temperature, about 3 to 4 minutes on each side for medium rare.

Place burger on bottom of bun and top patty with Beer Cheese and caramelized onion. Serve with top of bun on the side.

BEER CHEESE

- ½ tsp sodium citrate
- 1 beer of your choice (American Cut uses Brooklyn Lager)
- 1 cup cheddar cheese
- 1 cup fontina cheese

Bring sodium citrate and beer to a boil together. Whisk in the cheddar and fontina cheeses until the mixture is thick like mayonnaise.

Tip: Make the cheese ahead of time and store it in the fridge. When ready to serve, place a flat disk of cheese on top of the burger to melt while cooking.

Mariette Bolitski leads the wine program for all of LDV Hospitality’s properties and has worked with American Cut’s Chef Marc Forgione for more than six years.

The Gander’s Dry-Aged Cheeseburger

Makes 1 burger

- One 7-oz Burger Blend
- 2 tsp of salt
- 1 slice cheddar cheese
- ¼ cup romaine lettuce
- ¼ cup red onion, thinly sliced
- 3-4 bread and butter pickles
- 1 potato roll

7-OZ BURGER BLEND

- 60% short rib
- 35% brisket
- 5% dry-aged fat

Gently combine meat together. Form into a 7-oz patty about ¾-inch thick. Evenly salt patty on both sides. Grill on high for about 4 minutes or until your level of preferred doneness. Remove from grill and place on plate.

Top with cheddar cheese and allow cheese to melt while burger rests for 4 to 5 minutes.

Top with romaine lettuce, red onions and bread and butter pickles or toppings of your choice. Served on a potato roll.

William Marengo is a Level 2 Certified Sommelier. He continues to set a high standard of knowledge and service at The Gander.



“The Gander’s Dry-Aged Cheeseburger is infused with cheddar cheese and pairs perfectly with the richness of the Napa Valley Cabernet Sauvignon. Dry-aged meat is funky and different, cheddar cheese is classic nostalgia and Napa Cab is the perfect wine to bring you back into the present.”

—William Marengo, Wine Director at the Gander



“The Napa Valley Cabernet Sauvignon showcases plump blackberries and smoky cedar wood, perfectly complementing the bacon-onion jam and juicy burger.”

—Rebecca Banks, Wine Director at Schiller’s Liquor Bar

Schiller’s Liquor Bar Juicy Lucy

Makes 1 burger

- Two 4-oz brisket burger blend patties
- ¼ cup Cheese Blend
- Balthazar Bakery seeded hamburger bun
- ¼ cup Red Wine–Braised Onions

4-OZ. PAT LAFRIEDA BRISKET BURGER BLEND

- 65% brisket
- 25% short rib
- 10% chuck

CHEESE BLEND

- ¼ cup gruyere, shredded
- ¼ cup Swiss, shredded
- ¼ cup Muenster, shredded

RED WINE-BRAISED ONIONS

Yields 1 quart

- 6 oz uncooked bacon, julienne
- 3 white onions, small dice
- 3 red onions, small dice
- 1½ cup red wine vinegar
- ½ cup red wine (preferably dry)
- ½ cup sugar
- ½ cup demi (any strong stock reduction)

In a medium-size pot, sauté bacon until slightly crispy. Remove from pan and reserve bacon fat.

In the reserved bacon fat, sauté onions until translucent over medium-low heat. Once sweated down, deglaze with red wine vinegar and red wine. Add sugar and cook until reduced by half.

Once reduced, add bacon back to the pan with the demi, and cook until the consistency of ketchup. If too thick, add a little water.

TO MAKE THE BURGER

Take one 4-oz patty and flatten until it’s a round circle.

Take ¼ cup of the cheese mixture and place on top of patty. Spread out and leave some meat around the edges.

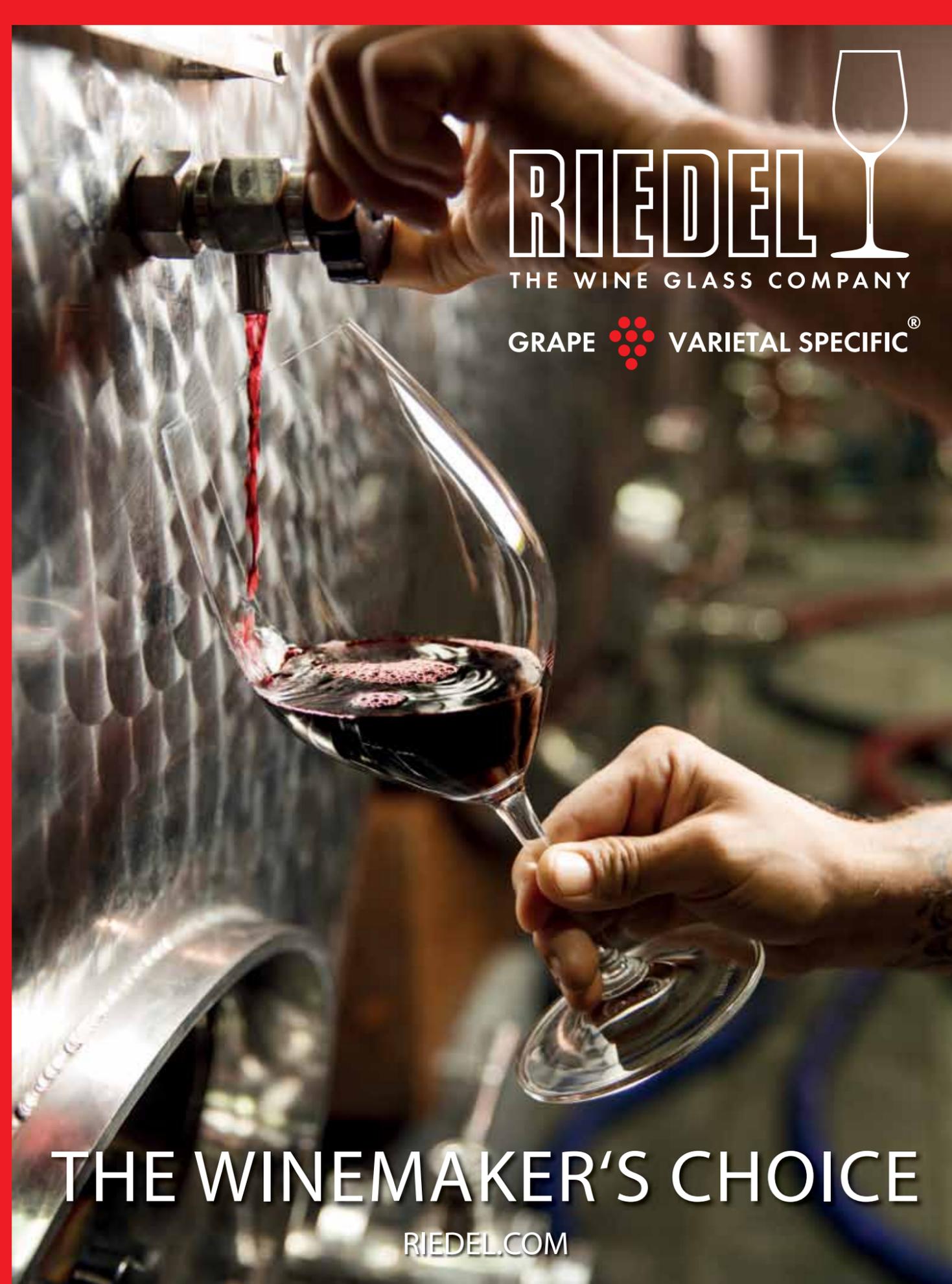
Place another 4-oz patty on top of the cheese mixture and push the edges of meat together to form a seal so that no cheese can escape.

Slice bun in half and toast on grill or in a pan until light brown.

Spray grill with non-stick cooking spray and grill burger 3 minutes on both sides, flipping very carefully not to break the seal. Place burger in a 425°F oven for 2 to 3 minutes.

Place burger on bun. Place the red wine–braised onions on top of burger. Serve with mayonnaise, ketchup and a pickle.

Rebecca Banks is beverage director for the Keith McNally group of restaurants, including Balthazar, Schiller’s, Lucky Strike, Minetta Tavern, Morandi and Cherche Midi. Rebecca has been with the company for 11 years.

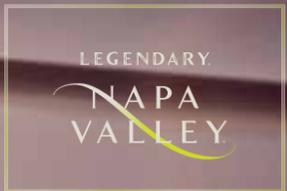


LEGEND *has it,
the weekend
can start at the start
of the week.*

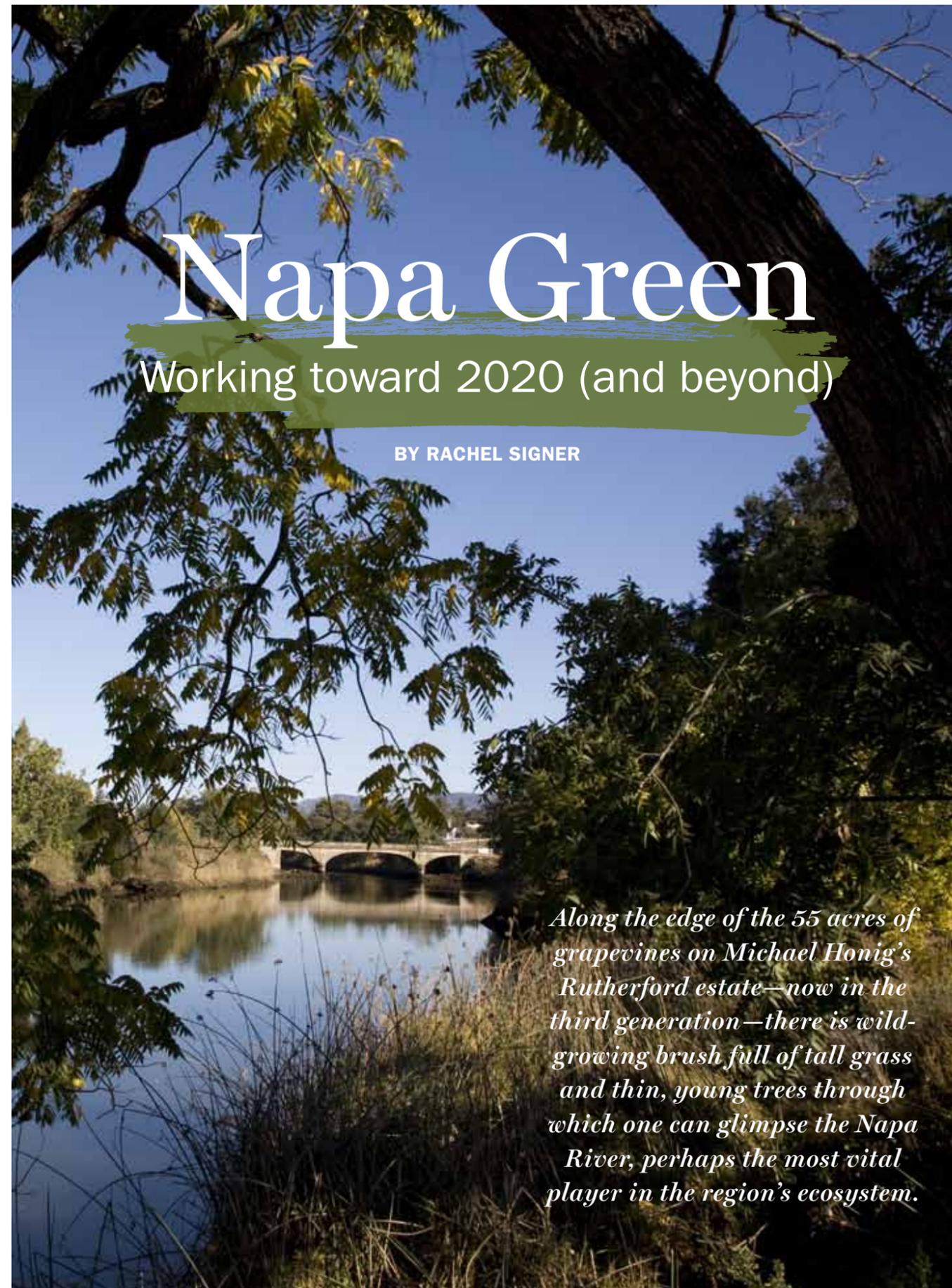


© VISIT NAPA VALLEY

In the Napa Valley, there's no such thing as a Monday—there's only today. And today, you can do anything. Wander through beautiful vineyards or a Main Street gallery, enjoy a full body massage or a full-bodied red. Whatever you choose, the day is yours for the making.



START YOUR JOURNEY AT VISITNAPAVALLEY.COM | [#VISITNAPAVALLEY](https://www.instagram.com/visitnapavalley)



Napa Green

Working toward 2020 (and beyond)

BY RACHEL SIGNER

Along the edge of the 55 acres of grapevines on Michael Honig's Rutherford estate—now in the third generation—there is wild-growing brush full of tall grass and thin, young trees through which one can glimpse the Napa River, perhaps the most vital player in the region's ecosystem.

Davie Piña, Michael Honig’s colleague, longtime vineyard consultant and president of the Rutherford Dust Society, explains that area vintners and growers got together in 2002 to implement a plan to restore the river after it had begun to show signs of erosion due to the buildup of natural levees. The rich soils of the river were valuable for area growers. But more important, the community saw the need to protect fish habitats, and restoring the river to its natural, slower flow was the only way to do that.

The levees were removed, as Honig—who, along with 28 other private entities and government administration, was involved in the Rutherford Reach Restoration Project, covering 4.5 miles of the river—recalls today: “We also got rid of invasive plant species and replanted native oaks and grasses. Now the river is beautiful and very active.”

Looking out onto the river, we hear birdsong, signaling an effort to encourage the presence of predatory birds like owls, falcons and hawks as well as such insect-eating species as bluebirds. It’s the culmination of decades of work to preserve Napa Valley’s agricultural heritage, starting with enacting in 1968 America’s first agricultural preserve and building on that with restoration projects like Rutherford Reach. Meanwhile, stakeholders from the local wine industry and environmental groups and Napa County officials organized to develop the Napa Green certification program, which casts an eye to the future for generations to come.

Honig and his wife, Stephanie, have four kids. And it’s their future at stake—which is why the estate has become both Napa Green Land and Napa Green Winery certified. “Napa Green is helping to keep our vineyards healthy and make it so we have agricultural land for future generations. It helps keep the river vibrant and ensures fish-friendly farming. In the winery, it focuses on recycling materials, paying attention to the way we make our wine, minimizing water and energy usage,” says Honig.

Founded in the early 2000s, Napa Green is a third-party certification that provides guidelines and requirements for safe, sustainable vineyard management in Napa County. The companion winery program, launched in 2008, takes certification inside the winery, creating a comprehensive, holistic, soil-to-bottle approach to sustainability. In 2015, the Napa Valley Vintners trade association set a lofty goal: enroll 100 percent of all eligible members in Napa Green by the year 2020 (eligibility hinges on vineyard land or winery ownership). And the progress has been speedy: So far, 50 percent of eligible NVV members have joined Napa Green.



“Napa Green is helping to keep our vineyards healthy and make it so we have agricultural land for future generations.”

—Michael Honig, Rutherford



The brisk success is due to mere logic. It simply makes sense to take advantage of a program that supports vintners and growers in their quest to farm and make wine sustainably. “If you’re a wise farmer these days, you want a plan for what you’re using on the farm,” says Julie Johnson of Tres Sabores, an organically farmed estate known for its old-vine Zinfandel bottlings. Johnson sees Napa Green as a strategic, “structured and informed” approach for growers who want to examine and improve the ways they deal with erosion, waste disposal and water management, to name a few of the most pressing issues today in Napa Valley.

To meet its 2020 goal, NVV reached out to sustainability consultants Anna Brittain and John Garn, whose company Viewcraft focuses on energy, waste and water management in wineries. The main task was creating a program for integrated resource assessments for wineries. For this, Viewcraft partnered with the nonprofit Sustainable Napa County to develop a simple, replicable approach to auditing a winery and providing guidelines for improvement.

“A lot of wineries worry that we’ll be telling them to spend a bunch of money on new technology and upgrades,” explains Brittain.

On the contrary, Viewcraft focuses on “practical monitoring and maintenance.” They do often advise for lighting upgrades, but fortunately Viewcraft also shares information on rebates that go along with LED upgrades, which can negate any input costs.

These assessments can help wineries save money in other ways: They often uncover significant, hidden water leaks or malfunctioning solar panels. And the report provide analysis. An assessment reviews patterns in water and energy usage specifically and zeros in on anything that looks unusual or potentially wasteful. Napa Green’s assessment also includes a meter rate analysis. Brittain says that some wineries don’t realize they can change what they pay on energy annually, but there are thousands of dollars to be saved by doing so.

Every three years, Napa Green Certified wineries must undergo a new assessment, demonstrating that they have stayed compliant and focused on continuous improvement as well as identifying any new opportunities for increased efficiency—like regular checkups from the efficiency doctor to ensure long-term health. Napa Green Land participants must be reassessed every five years.



1940

TODAY

NAPA VALLEY DEVELOPMENT

then & now...

STARTING WITH THE 1968 ENACTMENT OF THE AGRICULTURAL PRESERVE AND CONTINUED TODAY WITH NAPA GREEN EFFORTS, NAPA VALLEY IS DEFINED BY ITS GREEN OPEN SPACES AND LACK OF DEVELOPMENT, IN STARK CONTRAST TO A SIMILAR TIMELINE IN SANTA CLARA VALLEY.



1940

TODAY

SANTA CLARA VALLEY DEVELOPMENT

“It’s better to work together as a community than to go alone. The brilliance of the Napa Green program is to say, ‘This is a community of growers doing this. And we’re all mutually supportive.’”

—Julie Johnson, Tres Sabores



Community-determined standards, formed by a broad coalition of industry and environmental groups and government entities, are at the heart of Napa Green. Julie Johnson says that people are realizing that when it comes to sustainability issues, “it’s better to work together as a community than to go alone. The brilliance of the Napa Green program is to say, ‘This is a community of growers doing this.’ And we’re all mutually supportive.”

Sustainability is a holistic enterprise—it extends beyond the environment to the people working in a business. To this end, NVV directs proceeds from its annual Auction Napa Valley toward more than 25 local community health and children’s education nonprofits and strategic initiatives. Since the auction’s inception in 1981, NVV has invested \$170 million in these worthwhile causes.

One of NVV’s nonprofit partners is Puertas Abiertas, whose mission is to support immigrant workers in the valley. Puertas Abiertas Executive Director Melissa Patrino cites NVV as the organization’s biggest funder. Immigrants make up nearly a third of Napa County’s population, with many working in vineyards and holding hospitality and service-industry jobs.

The health of vineyard workers is another primary issue, and this is where farming practices again come into play. Napa Green Land is focused on integrated pest management (IPM) rather than chemical or invasive practices, such as working with local falconers like Rebecca Rosen of Authentic Abatement, who trains birds of prey to simply fly around vineyards and scare off berry-eating birds. Napa Green also encourages estate owners to use bird boxes that attract owls and bluebirds, which don’t eat berries but do eat pests. “A few of us are working on adding a raptor and insectivore unit, looking at best practices with respect to encouraging owls, falcons, hawks and dedicated insectivores like bluebirds and swallows in the vineyards,” says Johnson.

Moving forward, it’s clear that the future of Napa Valley will be inextricably tied to this kind of community awareness, as well as strictly adhering to high standards of sustainability. Brittain hopes that over time wineries can become net zero in their energy usage, producing only great wine but no waste.

Rachel Signer is a Brooklyn-based writer focused on food and wine journalism. She wrote this article after attending a Napa Green immersion program.



Vintner Vignettes

The people who make up Napa Valley—the faces of each of the wineries—are the threads woven together to create a colorful tapestry of this great community. Get a candid glimpse as each reveals his or her innermost thoughts about the path they've chosen to follow in life.

Humble Beginnings and Alternative Endings

How did you get started—and if you weren't a Napa Valley vintner, what would you be doing?



DON BAKER
Winemaker,
Sciandri Family Vineyards

I was a U.S. Marine Captain in Vietnam and a smoke jumper for the U.S. Forest Service. I graduated from UC Davis with a degree in enology/viticulture in 1980. If I wasn't a vintner, I would be working as a forester in the woods of Oregon.



TOM FARELLA
Winemaker/Farm Manager,
Farella Vineyard

My family farmed raisin grapes in the late 1800s. I started working in the Napa Valley while getting my viticulture and enology degree from UC Davis in 1983. If I wasn't a vintner, I would be a writer, cartographer, photographer, environmental scientist, meteorologist and backcountry guide—most of which I still get to do.



CARY GOTT
Winemaker, Davis Estates

I'm fourth generation in the California wine and vineyard business. My father ran Inglenook. I started working at Sterling Vineyards in 1992. Since 1998, I have started wineries and make wine for many clients as a consultant and winemaker. If I wasn't making wine, I would be an architect.



MARCUS NOTARO
Winemaker, Stag's Leap Wine Cellars

During my last year in college, I worked as a tour guide at Chateau Ste. Michelle, where I learned the basics, which sparked my interest in the more technical side of wine. I moved to Napa Valley in the spring of 2013 to become the winemaker at Stag's Leap Wine Cellars. If I wasn't a vintner, I would like to be a shellfish farmer—I'm always amazed how the flavors are affected by the conditions.



DARICE SPINELLI
Winemaker, Nickel & Nickel

Napa has been my home since 1972. I moved back after college and started in the industry as a harvest intern at Inglenook. I've always had a fascination with robotics. If I wasn't a vintner, I would love to design new products that help people or efficiencies within an industry.



LISA WARNER
Proprietress/Winemaker,
Leto Cellars

I started 26 years ago in the purchasing department at Robert Mondavi Winery. I typed up the purchase orders and cleared corks through customs. If I wasn't a vintner, I would have a food truck—a deli on wheels—to serve the industrial winemaking areas in south Napa.

Job Satisfaction

What are the most rewarding aspects of your work—and the greatest challenges?



MICHAEL BALDACCI
Director of Operations,
Baldacci Family Vineyards

I love meeting new people and teaching them about our wines, the process and our motivation. The biggest challenge is trying to find your niche among all of the phenomenal wines being made here!



DOUG BOESCHEN
GM and Winemaker,
Boesch Vineyards

I like the fact that we can accomplish so much with a small hard-working team. The vineyard is the most rewarding and most challenging aspect of our business, and Mother Nature often has her own plans as to how things should go.



PAUL LEARY
President, Blackbird Vineyards

Inspiring our team members, partners and clients with all of the dedication and focus we put into our wines and our guest experiences is very rewarding. Long production cycles to get the wines to finished cased goods is a challenge. It ties up a lot of capital, especially for a growing brand.



LINDA NEAL
Vintner/Grower,
Tierra Roja Vineyards

Being in the vineyard, smelling the grass as it brushes my boots and touching the vines with each new season is my biggest reward. Getting the wine into the hands of those who want it is my greatest challenge!



SHARI STAGLIN
CEO, Staglin Family Vineyard

Having our entire family working together in the business is very rewarding, as is our ability to turn wine into good deeds. Agriculture is a constant challenge. We are continuously dealing with new pests or diseases. Downward fluctuations of the economy are also a challenge, but we simply work harder.



ALAN VIADER
Director of Operations &
Winemaking, Viader Vineyards
& Winery

Creating something that other people enjoy is highly rewarding. It's touching that they value my wines enough to make them a part of their celebrations. I'm essentially a farmer, so the climate is my greatest challenge.

Bragging Rights

How many years have you been in the Napa Valley wine industry, and what do you think makes Napa Valley unique compared to other wine regions?



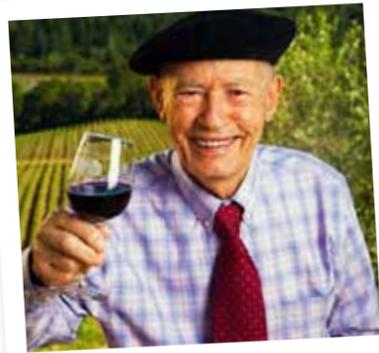
SANDI BELCHER
Winemaker/Owner, ARNS

I've been in the industry for 43 years. There are many wine industries worldwide that have unique traditional customs, and Napa Valley has a touch of all of them but in a very modern way.



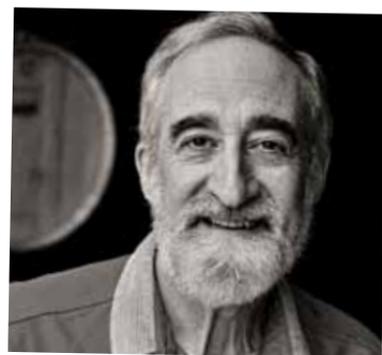
GUSTAVO GONZALEZ
Winemaker, Mira Winery

I started as an intern in the laboratories at Robert Mondavi Winery 20 years ago. Napa has a good climate and good soils, along with people interested in making the best wine possible.



MIKE GRGICH
Winemaker/Proprietor/
President & CEO,
Grgich Hills Estate

Almost 60 years ago, I arrived in the Napa Valley from Croatia to work for Soverain Cellars. The valley has winemakers who have Ph.Ds. alongside those who learned from their fathers.



TOM RINALDI
Consulting Winemaker,
Pellet Estate

The 2016 vintage marked my 41st Napa Valley harvest. The marine influence on climate, the varied soils, the multitude of slopes, microclimates and exposures all make Napa Valley unique.



JUAN JOSE VERDINA
Winemaker and Production Manager,
Jamieson Ranch Vineyards

With a background as an agricultural engineer, I have been in winemaking for 13 years. Napa is one of the most unique wine regions in the world. Personally, I believe Napa Valley winemakers are open to utilizing technology to improve quality wines.

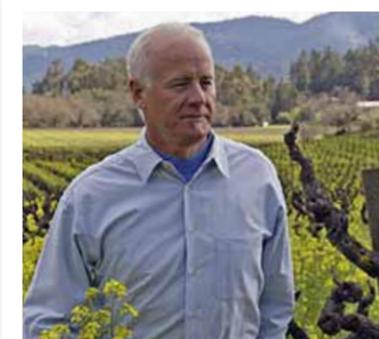


ANNE VAWTER
Head Winemaker,
Hoopes Vineyard

I have been in the industry for 16 years. Our climate and soils are a gift, but what we have done with them reflects our commitment to quality, hospitality and innovation.

Storytellers

How does your winery help tell the Napa Valley story?



BO BARRETT
Winemaker and CEO,
Chateau Montelena

Chateau Montelena is in the U.S. National Register of Historic Places for two periods of significance. In 1888, the stone chateau was one of the first state-of-the-art wineries built in the first California wine movement to improve the quality of Napa Valley wines. The second event listed is for our Chardonnay's win at the 1976 "Judgment." This was a catalytic moment in Napa's story.



HARRISON HEITZ
Sales and Marketing,
Heitz Wine Cellars

When my grandparents established Heitz Wine Cellars in 1961, there were fewer than 20 wineries in the Napa Valley. They were early believers that Napa Valley wines could compete on the world stage. Our family was also one of the first to export our wines, which helped to bring international acclaim to Napa Valley.



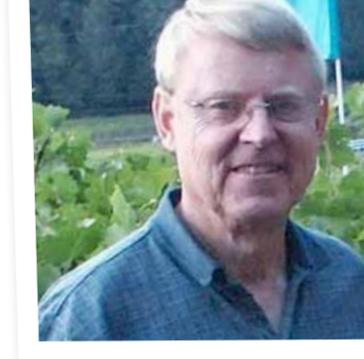
ASHLEY HEPWORTH
Winemaker,
Joseph Phelps Vineyards

Joseph Phelps Vineyards was founded in 1973, so we are part of Napa Valley's story beginning with the planting of new vineyards that same year. That was followed by producing Insignia, the first proprietary-named, Bordeaux-style blend in California and the first post-Prohibition varietally labeled Syrah in California, both from the 1974 vintage.



GENEVIEVE JANSSENS
Director of Winemaking,
Robert Mondavi Winery

At the age of 53, with little money but full of energy and vision, Robert Mondavi changed the course of the U.S. wine industry. Realizing a long-held dream—to create excellent Napa Valley wines that would stand in the company of the great wines of the world—he founded the iconic Robert Mondavi Winery in 1966, opening the door to the future of American fine wine.



STEPHEN PARRY
Owner, Parry Cellars

Even a winery as small as we are—200 cases a year—can be successful in the Napa Valley.



JON PRIEST
Senior Winemaker and
General Manager, Etude

Etude is one of the quality pioneers of Los Carneros, demonstrating with our Pinot Noir just how diverse Napa Valley can be.

Sound Advice

What advice would you offer someone trying to get into the Napa Valley wine industry?



KALE ANDERSON
Vintner, Kale Wines

Participate in the community. It is always rewarding. Be a good steward of your land.



KARI AURINGER
Winemaker,
BRYTER Estates Winery

Start in production, so that in the future you can lead from experience. Get your hands dirty. Haul hoses, crawl inside dirty tanks at harvest and know the back-breaking work of picking grapes.



MATT CRAFTON
Winemaker,
Chateau Montelena Winery

Attitude is everything. If you come into the industry with a smile, a healthy dose of humility, a willingness to learn and the drive to work hard, you'll be successful.



RALPH HERTELENDY
Founder and Vintner,
Hertelendy Vineyards

Pursue your passion in life. If you're not passionate about something, definitely don't do it. My life advice to anyone is find what makes your heart sing and do it 110 percent.

Paying It Forward

What are you doing at your winery to help preserve and enhance Napa Valley for the future?



CHRIS CARPENTER
Winemaker, Lokoya

Our farming is a combination of organic and sustainable and the realization that everything we touch has a butterfly effect on everything around us. To forget that endangers our future.



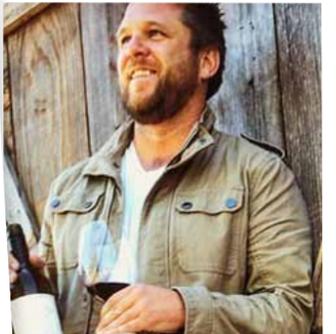
KIMBERLEE NICHOLLS
Winemaker,
Markham Vineyards

Community service is important to us. We created two single-vineyard Cabernet Sauvignons years ago to honor those commitments nationwide, working diligently with our distributors every year to help others.



CHRIS KAJANI
Winemaker and General
Manager, Bouchaine Vineyards

We live and breathe grapes and wine, but also live on this dirt, breathe this air and drink this water. We are committed to sustainable and fish-friendly farming; water conservation; our beneficial insects, birds and critters in the vineyard; and a focus on green vineyard and winery standards.



TIMOTHY KEITH
Winemaker, Leaf and Vine

We make our wines with a focus of minimal intervention. They're natively fermented and bottled unfiltered. Our ultimate goal is to make sure that what is in that bottle is strictly fermented grapes.



DUANE AND SUSAN HOFF
Proprietors,
Fantasca Estate & Winery

Believe in yourself. We need innovative minds to help us figure out how to share the passion and quality of Napa Valley with the world. Bring your experiences from other walks of life and help spread the word.



AARON MILLER
Winemaker,
PlumpJack Winery

Travel. Work harvest overseas. See the world. Meet and know people from diverse backgrounds. Learn about the world's cultures and history. The wine industry can take you to many places. Take advantage of this before settling down somewhere.



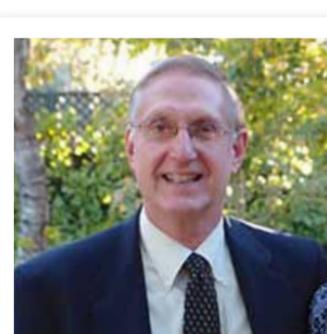
STUART SPOTO
Winemaker and Proprietor,
Spoto Family Wines

Go for it! It is the most rewarding career. Be prepared for hard work, but the result will be well worth it. We tell this to young people we speak with every day. We live by our motto: Work hard, play hard, be nice!



WESLEY STEFFENS
Estate Director/Associate
Winemaker, Vineyard 7&8

Come in with unbridled passion and a willingness to learn. And never stop learning. Taste, taste, taste, then taste again. In the end, truly enjoy the ride, because it doesn't get much better.



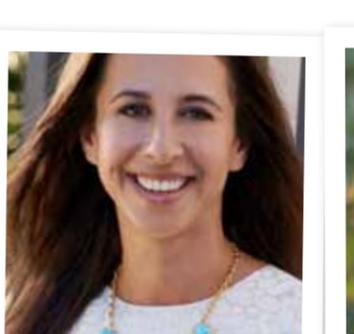
CHUCK MCMINN
Owner, Vineyard 29

Vineyard 29 embraces sustainability by making our own electricity in a much cleaner and less wasteful way. We are very conscious of our water usage and recycling efforts. We farm sustainably.



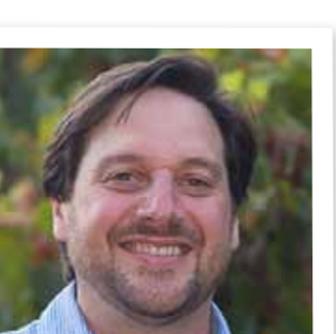
JASON MOULTON
Winemaker,
Whitehall Lane Winery

Using less water by the acquisition of more efficient barrel-cleaning and tank-cleaning equipment.



ARIANA PEJU
General Manager,
Peju Province Winery

We produce 40 percent of our annual energy usage from solar. We are CCOF in our Rutherford vineyard and sustainably farm all our estate vineyards. We also offer our employees a \$2,500 incentive to purchase a hybrid or electric car.

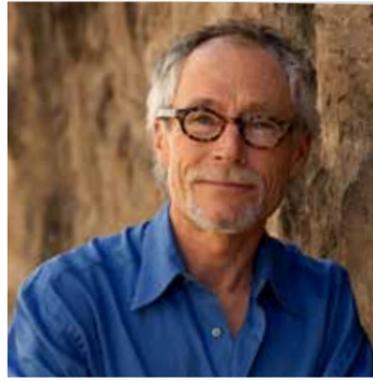


BRADLEY SMITH
Winemaker, Silenus Winery

We installed nesting boxes specifically made for bluebirds so that they would help us out with our blue-green sharpshooters problem—sap-feeding insects that spread Pierce's disease.

Revealing Insights

What was your “ah ha!” wine, the one that made you love wine or inspired you to get into the industry?



TOR KENWARD
 Owner/Proprietor,
 Tor Kenward Family Wines
 1959 Domaine de la
 Romanée-Conti La Tâche



STEVEN CONTURSI
 Proprietor, Arrow & Branch
 1978 Chevalier Montrachet
 “Les Demoiselles” by Louis Jadot



HUGH DAVIES
 Vintner, Schramsberg Vineyards
 1974 Heitz Cellar Martha’s
 Vineyard Cabernet Sauvignon



TRES GOETTING
 Winemaker,
 Robert Biale Vineyards
 1978 Vosne Romanee



JOSEPH F. HARBISON III
 Proprietor,
 Harbison Estate Wines
 1949 Chateau Latour



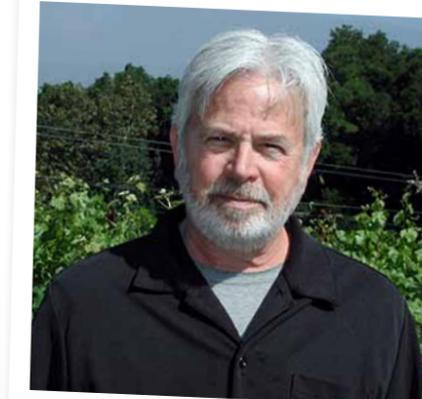
ROLANDO HERRERA
 Owner/Winemaker, Mi Sueño Winery
 1985 Cask 23 from Stag’s Leap
 Wine Cellars



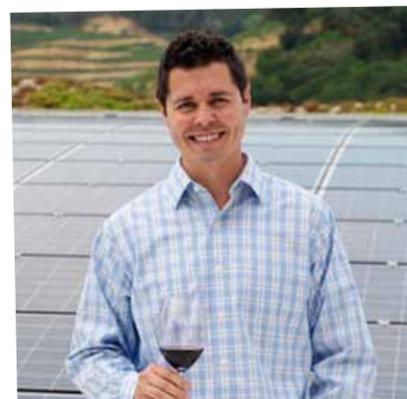
SALLY JOHNSON BLUM
 Winemaker,
 Pride Mountain Vineyards
 1989 Chateau Clinet



JEAN HOEFLIGER
 Winemaker/GM, Alpha Omega
 1947 Cheval Blanc



GARY LIPP
 Vintner, Coho
 1972 Domaine Dujac
 Morey-St.-Denis



JEFF OWENS
 Head Winemaker,
 Odette Estate Winery
 2001 Shafer Hillside Select



BRAD WARNER
 Owner/Winemaker, Leto Cellars
 1981 Robert Mondavi Chardonnay



JOSH WIDAMAN
 Winemaker, Lewis Cellars
 1997 Pahlmeyer Merlot

Mapping It Out!

THE NAPA VALLEY VINE TRAIL



Get ready to pedal. The Napa Valley Vine Trail is under way, with the completion of the first 12.5 continuous miles from South Napa to Yountville.



The Napa Valley Vintners is proud to support the Napa Valley Vine Trail Coalition, a grassroots nonprofit that is building the 47-mile hiking and biking trail system to unify the entire valley from the Vallejo Ferry all the way to Calistoga. It provides safe and level family and pet-friendly access around the valley while in keeping with the Napa culture of respect for agriculture.

Executive Director Philip Sales, a landscape architect who has spent most of his career working on public open space projects and trails, explains that “agriculture first” was a commitment the coalition made from Day One, seeking out a route that would satisfy their rule for no agricultural land to be taken out of production for its sake. With a 90 percent alignment with the Highway 29 corridor, the first section of the trail was built by finding easements where they could to minimize the agricultural impact. “The section we are working on now involves building the pathway on the edge of the highway. All easements are voluntary, and if we overlap with an area used for vineyard maintenance, we rebuild it using materials that they can run tractors over, not just an asphalt road.”

In addition to the roadway, Napa Valley Trail Coalition planted more than 300 new trees that will eventually provide shade to

trail users; created an interactive sign system to celebrate the winemaking culture, natural and social history of the valley; added shelters as places to stop with bike racks and bike work stations, maps and other info; and provided mileage markers that track the distance from the Vallejo Ferry terminal. “We even started a campaign called Ag Respect with reminders at each shelter in the form of a logo to visitors and locals alike to respect the land,” Sales points out. “We celebrate agriculture as a teaching moment as well as a reminder of the rules!”

While they always envisioned the trail to be beautiful, fate gave that a nudge when the Napa Valley Wine Train changed hands around the same time as the coalition formed an arts, culture and education committee. “The train goes through a pretty grim-looking industrial part of the valley, and so we thought about murals,” he explained. In the past eight months, two murals have been created, with a third on target for late spring. In addition, the city improved the fencing along the corporation yard. “The arts district is really taking off, and the energy is terrific. The wine train has proved to be a great partner in this, and I believe we are delivering some interesting and thought-provoking works of art.”



“Our goal is to raise an endowment to defer future costs and leave Napa Valley with a lasting legacy.”

—Philip Sales, Executive Director

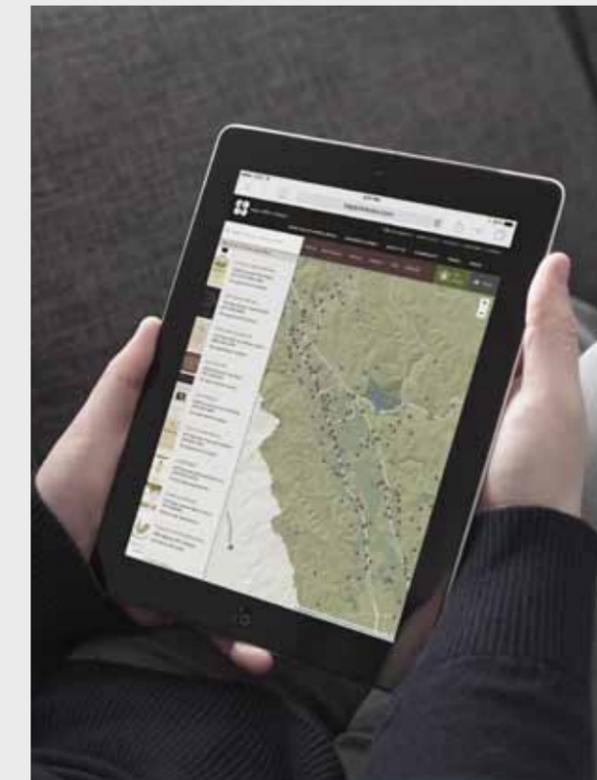
a huge collaborative effort,” he stresses, pointing to 13 different agencies with which they are working on maintenance agreements. “We are committed to paying half of the maintenance costs of the trail, something most public-private partnerships never get into,” Sales offers. “Our goal is to raise an endowment to defer future costs and leave Napa Valley with a lasting legacy.”

Sales credits Founder and Board President Chuck McMinn with getting the project off the drawing table and into action, and Napa Valley has reacted in kind. Automatic bike and pedestrian counters, installed in January, are recording a daily average of 300 people on the trail—not bad for a wet winter. “Come out and check it out,” is Sales’ call to action. It’s a healthy alternative for visitors and locals alike, helps reduce the carbon footprint and encourages educational programs as well as promotes tourism.

For more info and to download a PDF of the trail map, go to vinetrail.org.

The Winery Map and Trip Planner

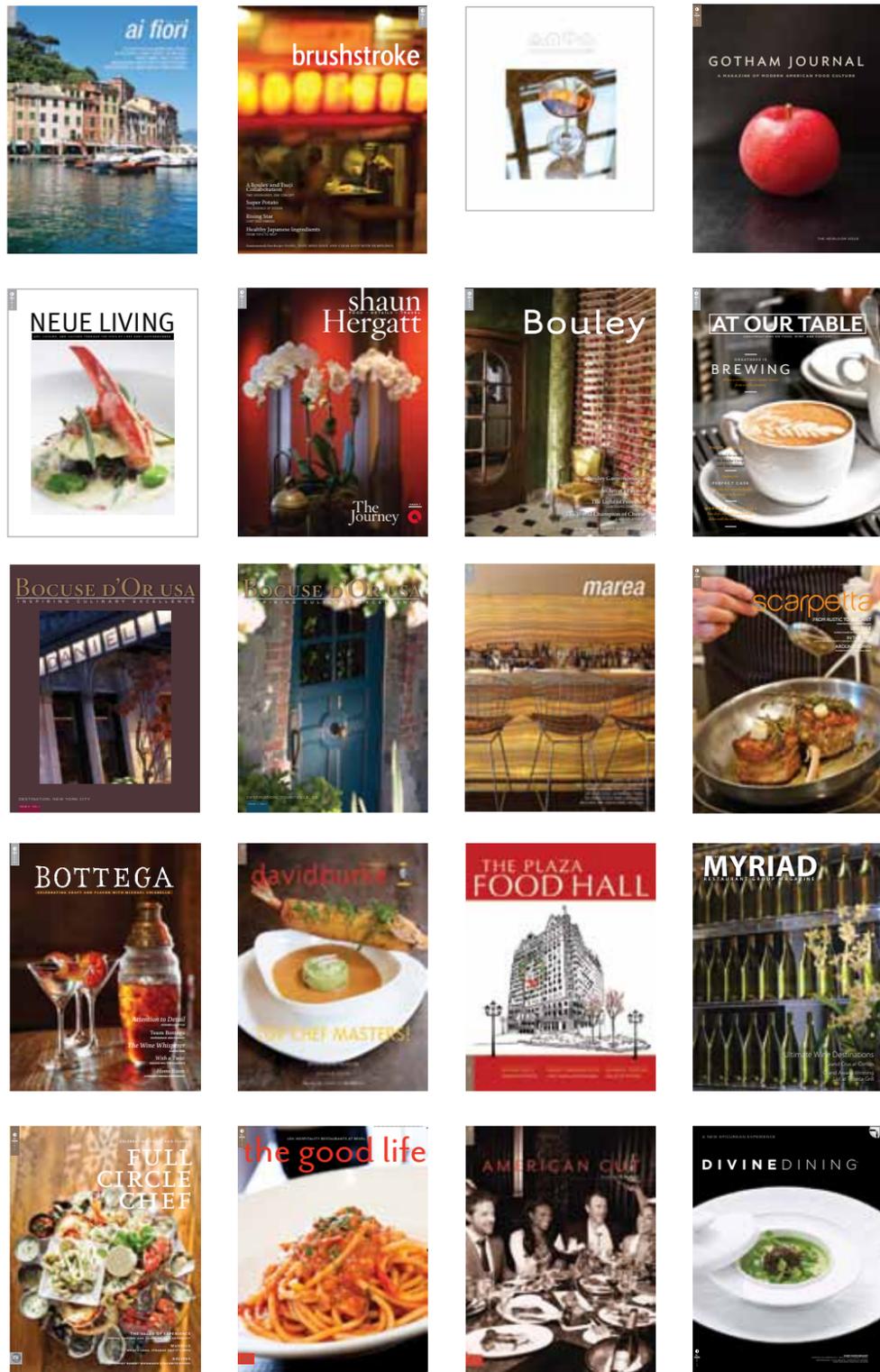
CLICK, PLAN, GO



The Napa Valley Vintners can help you create the perfect wine-tasting itinerary for your next Napa Valley visit. The Winery Map and Trip Planner makes it easy to organize your winery visits using online mapping technology to create efficiently routed itineraries, view driving directions and access detailed winery listings on your desktop or mobile device.

Search tools help you determine if a winery appointment is needed and the features—like art displays or gardens—available at each location. Looking for a round-trip outing from Downtown Napa? Try this six-mile course that leaves Kennedy Park, takes you to Blackbird Vineyards, to lunch at Oxbow Market and then to Robert Craig Winery, where an appointment is recommended.

You’ll find the Napa Valley Winery Map and Trip Planner plus a listing of upcoming winery events and up-to-date information on the Napa Valley appellation and its wines at napavintners.com/wineries.



Publisher
MICHAEL GOLDMAN

Editor-in-Chief
PAMELA JOUAN

Design Director
SETON ROSSINI

Managing Editor
CHRISTIAN KAPPNER

Assistant Editor
STEPHANE HENRION

Senior Copy Editor
KELLY SUZAN WAGGONER

Contributing Writer
PAMELA JOUAN
MADELINE PUCKETT
RACHEL SIGNER

Photography
TONY ALBRIGHT
GAYE COOKE
ALEXANDER RUBIN

Advertising Inquiries
718.288.8688

HauteLife Press
a division of C-BON MEDIA, LLC.
321 Dean Street
Suite 1
Brooklyn, NY 11217
www.hautelife.com
info@hautelife.com

Subscription Inquiries
718.288.8688
subscriptions@hautelife.com
or visit www.hautelife.com

HauteLife Press makes every effort to ensure that the information it publishes is correct but cannot be held responsible for any errors or omissions.

Printed and bound in the U.S.A.

© 2017 All rights reserved.
Reproduction without permission is strictly prohibited.



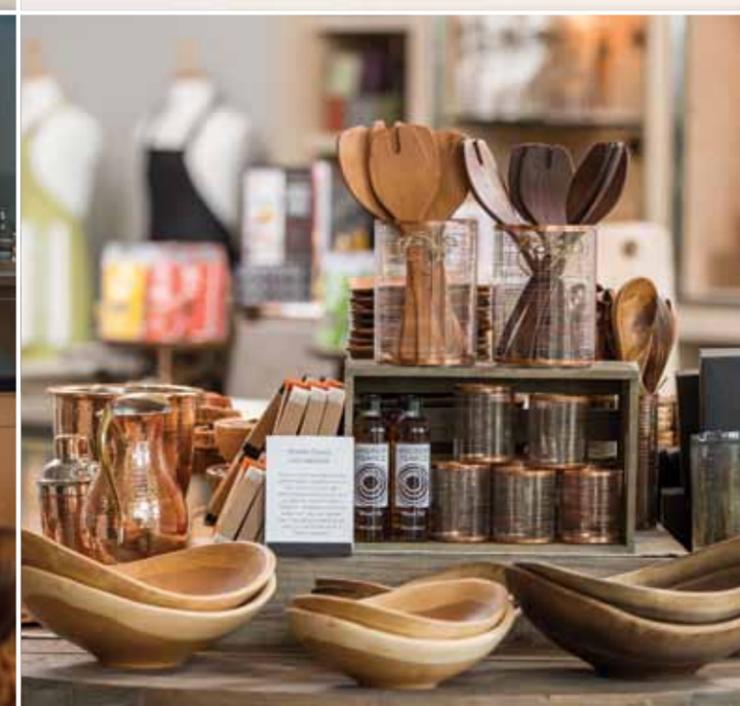
**LEARN
DINE
DISCOVER**



The CIA at Copia is an awe-inspiring playground for food and wine lovers. Come take a class, shop in our luxury retail store, taste unique wines, and have an uncommon dining experience.

ciaatcopia.com
500 First Street, Napa

Don't forget to stop by the CIA at Greystone in St. Helena, where you can also shop, dine, and learn!



HAUTELIFE
CONNECTING THE EPICUREAN WORLD

MEETHAUTELIFE.COM

HAUTELIFE

©2017 The Culinary Institute of America

EXPERIENCE AMAZING



Lexus is a proud partner of Napa Valley Vintners and the official vehicle of Premiere Napa Valley and Auction Napa Valley.

THE FIRST-EVER LC 500 AND LC 500h

This is not merely an automobile. It's an experience. Part arresting, part exhilarating, all breathtaking. Introducing the aggressive LC 500. A high-performance coupe with near-perfect weight distribution, 471 horsepower* and a throaty engine note to match. Also available with all-new Multistage Hybrid technology, the LC 500h redefines the entire concept of hybrid performance. Experience Lexus like you've never experienced it before. Experience Amazing. **Arriving May 2017.**



lexus.com | #Lexus