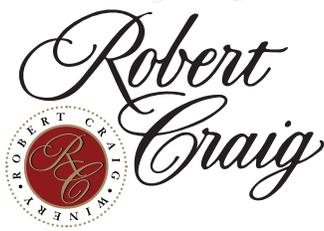




Cabernet Sauvignon ELEVATED™



ROBERT CRAIG WINERY

- We are one of the top Cabernet producers in the world situated at the summit of Howell Mountain in Northeast Napa Valley.
- Howell Mountain AVA is in a dead heat with Pritchard Hill and Oakville for the highest average price per ton of Cabernet anywhere in the Napa Valley: over \$11K per ton. (The Napa Valley average is \$6400 per ton, and Sonoma County is \$3900 per ton.)
- Bob Craig is one of the legacy mountain cabernet sauvignon farmers in the Napa Valley. We continue that tradition of farming for intensity, though we have stepped it up over the last 10 years. Our first vintage was 1992 (released in 1995), though Bob started farming on Veeder in 1979 and helped establish the Mount Veeder and Spring Mountain District AVAs.
- We make wines that are low PH, high acid, high tannin expressions of vineyard site. The polish comes from gentle handling of the low-yield fruit both in the vineyard and at the winery.
- Speaking of low-yield fruit: ALL of the vineyards we source are at 3 tons per acre or below, roughly one half the yield of the average Napa Valley vineyard. This means small berries and intense flavor.
- In just 4 years, we have transitioned from 25% estate grown to 85% estate grown for our 9,000 case production. We are one of the top Howell Mountain vineyard holders at 35 Planted acres.
- Every wine we make, save the Napa Valley Cabernet, is a single vineyard wine. Robert Craig Winery is about site expression.
- Keith Emerson, Director of Winemaking at Vineyard 29, started as our consulting winemaker and farming manager in 2005, and at that time our whole process of production changed along with our wine style. We harvest at lower brix. No more filtration or fining of the wines. No more oxidation to soften tannins or ultra ripe fruit to make the wines more approachable on release. With Keith's first release from vine to bottle in 2006 vintage in 2009, our scores skyrocketed up with the critics, Parker in particular. Non interventionist styling has paid dividends and the wines are much more ageworthy now.
- Hired in 2008, Stephen Tebb's first full vintage with us was 2009 with the Veeder and Howell earning 96 point scores from The Wine Advocate. Stephen has taken the wheel though we continue to work with Keith, and his attention to farming, equipment improvements, and to detail in the cellar have made Robert Craig wines as good as anyone in the Napa Valley.
- Since the death of Robin Williams and the purchase of Pym Rae by the Tesseron family of Pontet Canet Pauillac fame, we have purchased the neighboring property on the same soil, rootstock and clones to continue our Mount Veeder tradition after 22 vintages with Pym Rae. This 7-acre vineyard produced unreal fruit in 2016.

