



ROBERT CRAIG WINERY

FALL 2016





A MESSAGE FROM ELTON ...

Dear Craiger,

As harvest 2016 approached at Robert Craig Winery, we found ourselves on the doorstep of a new era for our small winery on the mountaintop. In the last several years, we have put all of our resources into ensuring that we can continue to produce the most intense, complex, site expressive, long lived wines in the Napa Valley while keeping our prices stable for the foreseeable future. That means controlling more of our fruit source from the various mountain vineyards. The average price on Mount Veeder, Diamond Mountain, Spring Mountain and Howell Mountain for a ton of Cabernet has nearly doubled over the last five years, and the supply is so scarce that there is almost no availability at any price.

As Bob and Lynn have eased toward full retirement, we found ourselves with a tough decision to make about the future. As Joe Strummer from The Clash would say, “do we stay or do we go?” Well, we are most definitely staying!

In a span of two years we have transitioned from 30% estate grown to 85% estate grown at RCW as we acquired the spectacular Candlestick vineyard on Howell Mountain at the end of 2014, and then our Wall Road property on Mount Veeder that closed in mid-August. I could not feel better about decimating my life savings!

Your support and understanding of what we do, and the singular quality of the wines we produce has allowed us to continue Bob and Lynn’s legacy of mountain Cabernet production in the Napa Valley (not to mention a Merlot that will rival the best from Pomerol). A short mountain crop in 2013, combined with a huge surge in demand for the wines, has meant that our club shipments for the fall had to be adjusted this year. As we put the brakes on the



availability for Cabernet Club membership for the future, rest assured, your place at our table remains set. More to come on that front.

I hope you enjoy the fall as much as I do here in Northern California. The quality of the afternoon light, the smell of fermenting grapes throughout the valley, wood smoke in the air, Indian Summer afternoons, and slow cooked meals are all welcome changes of the season. But don’t forget the deep red wine folks, because Cabernet season has officially arrived, and with it, the best wines we have yet produced at Craig. The 2013 wines will taste great now, but keep a few bottles back for your kids, and their kids, as this vintage is historic.

Love and Peace

Elton Slone, President/CEO/Partner



Cabernet Sauvignon ELEVATED™

2013 CABERNET SAUVIGNON HOWELL MOUNTAIN

2013 was the perfect example of the stark differences between mountain and valley vineyards in Napa. While valley floor yields were up 15-20% overall, Howell Mountain was down 5%*. Why such a difference? The valley saw mild weather during flower and fruit set, while the mountain had cool, very windy conditions. The result was small, loose clusters with tremendous structure, concentration and acid backbone.

2013 was also our first season under the guiding hand of Towle Merritt of Walsh Vineyard Management. The added technical expertise and larger labor force that Walsh delivers has enabled better analysis of stress levels in our vineyards and more hand farming to produce even better results for fruit intensity and uniformity.

While 2012 was a classic vintage for Howell Cabernet, 2013 raised the bar. Fruit complexity is off the charts, with stunning acid and tannin backbone. This wine, having spent two years in barrel and an additional year in bottle is showing lovely, lush fruit in its youth, with classic Howell bramble-berry fruit character framed by coffee, mineral and deep, dark, mountain violet tones. Patience, however, will prove to be a virtue: this wine will only get better with age. Cellar now for future rewards.

**The lower yields were a wonderful thing for depth of character, and a not-so-wonderful thing for wine availability. This vintage is officially SOLD OUT upon release.*

95 POINTS

“... Beautifully sweet tannin, whole berry, blackberry and graphite notes are present in this full-bodied, opulent, delicious Howell Mt Cabernet Sauvignon. The color is an opaque purple, the wine expansive, savory and impressive. Drink it over the next 20 years.”

Robert M. Parker
The Wine Advocate
December 30, 2015





Cabernet Sauvignon
ELEVATED™

2013 CABERNET SAUVIGNON SPRING MOUNTAIN

Like its Howell Mountain cousin across the valley, Spring Mountain yields were down in 2013 – nearly 30% in the Mayacamas range where the effects of the cool, windy weather at flower and fruit set were even more severe. Add to this conundrum the handshake deal with a neighboring vintner that fell through at the last minute ... all making 2013 the shyest production year we've had since our very first Spring Mountain bottling back in 2005 (a mere 154 cases).

The good news? The 2013 Spring Mountain Cabernet offers up mind-blowing concentration; it's incredibly deep and perfumed – reminiscent of a great Right Bank Bordeaux. And the bad news ... this wine is also sold out upon release. For those of you lucky enough to secure a bottle or two, we recommend patience. We've just had a taste of the 2006 Spring Mountain here at the winery and it is aging beautifully. We expect the 2013 to age even better. Lay this one down ... for anywhere from 5 to 35 years.

92 POINTS

"... speaks to finesse and nuance, despite the obvious intensity of the vintage. Aromatic and supple, with plenty of bold, red-fleshed fruit, the Spring Mountain Cabernet offers striking perfume, plenty of inner sweetness and bold, punchy flavors throughout. ..."

Antonio Galloni
Vinous
October 1, 2015





2014 ZINFANDEL HOWELL MOUNTAIN, BLACK SEARS VINEYARD

As many of you know, Black Sears Vineyard is located just past the gate of our Howell Mountain estate. And we now surround it – literally – having purchased the vineyard just on the other side of it as well. As always, Black Sears produced something quite spectacular in 2014. Though it was yet another drought year, 2014 was marked by being somewhat unremarkable, in that everything happened like clockwork – budbreak, flowering, fruit set, shoot growth and veraison – all right on time. The 2014 shows what Zin can do on Howell Mountain; it's extremely dense, with great power and depth. Incidentally – this wine really starts to shine with 7+ years of bottle age. We've just shown off the 2009 Howell Zin to a group of Craig fans at the French Laundry – and it stunned these devoted Cabernet lovers with its tremendous perfume, reminiscent of a fine Côte-Rôtie.

2014 MERLOT HOWELL MOUNTAIN

Did you know: Merlot is the backbone of Pomerol's Château Le Pin and Petrus – two of the most highly acclaimed and insanely expensive wines made anywhere in the world. Most sites in California can't produce the structural power and depth to compete with the best from Pomerol. This Howell Mountain Merlot is a fierce testament to what is possible for one of the great grapes in the world of wine. Just beautiful up-front fruit merges with tremendous flesh and powerful structure, providing the scaffolding necessary to age Merlot into its next glorious phase in bottle. Our first Merlot release, this 2013 Howell Mountain Merlot is blowing Craig Cab lovers away. And, while many wineries make Merlot as an afterthought, this release was very intentional, indeed.





2016 EVENTS

We've had a lot to celebrate in 2016, and we were happy to share some good times and great wine with Craig fans at these annual events.



SUMMER IN THE VINEYARD | JULY 23

The Craig Crew met up with Craig fans out at Bob & Lynn's home in La Londe Vineyard. We celebrated the 2013 Affinity Estate Cabernet, paired with delicious barbecue, great music and spectacular views.



ALPINE SOCIETY | AUGUST 20 & 21

We welcomed the Craig elite for a Napa Valley adventure that included a morning on Mt. Veeder at our new Wall Road estate vineyard and two incredible dinners in Yountville.



ANNUAL CABERNET CLUB HARVEST PARTY SEPTEMBER 10

Cabernet Clubbers were the first to sample our Fall Release Wines as they enjoyed a day at the peak of Howell Mountain, surrounded by our estate vineyards.

SAVE THE DATE

ANNUAL HOLIDAY PARTY | DECEMBER 10

Join the Craig Crew for a holiday get together in our Napa Tasting Salon. We're still hammering out the details, but this event is always a fun one, filled with food, wine & great company. Mark your calendars!

COMING ATTRACTIONS

We are excited to announce exclusive members-only pre-release access to two Craig wines in December:

2014 Howell Mountain Merlot

2014 Diamond Mountain Cabernet Sauvignon

Keep an eye on your In Box for the announcement (or bug Rachel at 707.252.2250 ext.2).



Cabernet Sauvignon
ELEVATED™

ROBERT CRAIG WINE LIST

FALL RELEASES

2013 Howell Mountain Cabernet Sauvignon – SOLD OUT	\$90
2013 Spring Mountain Cabernet Sauvignon – SOLD OUT	\$80
2014 Howell Mountain Zinfandel	\$55

CURRENT RELEASES

2014 Gap's Crown Chardonnay	\$55
2013 Affinity Estate Cabernet Sauvignon	\$70
2013 Napa Valley Cabernet Sauvignon	\$52
2013 Howell Mountain Zinfandel	\$55
2013 Mount Veeder Cabernet Sauvignon – SOLD OUT	\$80
2013 Diamond Mountain Cabernet Sauvignon – SOLD OUT	\$85
2013 Howell Mountain Merlot – SOLD OUT	\$85

375ML BOTTLES

2013 Affinity Estate Cabernet Sauvignon	\$35
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1.5 LITER MAGNUMS — *Ask about older vintages*

2014 Gap's Crown Vineyard Chardonnay	\$115
2013 Affinity Estate Cabernet Sauvignon	\$165
2013 Mount Veeder Cabernet Sauvignon	\$185
2013 Howell Mountain Cabernet Sauvignon	\$205
2013 Spring Mountain Cabernet Sauvignon	\$185

3 LITERS — *Ask about older vintages*

2013 Affinity Estate Cabernet Sauvignon	\$395
2013 Howell Mountain Cabernet Sauvignon	\$450
2013 Spring Mountain Cabernet Sauvignon	\$425
2013 Diamond Mountain Cabernet Sauvignon	\$425

MEMBERS ONLY DISCOUNTS

12-Bottle Members	20% off
6-Bottle Members	15% off
3-Bottle & A La Mode Members	10% off

HOW TO ORDER

Visit our online wine shop at robertcraigwine.com
Stop by our Napa Valley Tasting Salon:
625 Imperial Way, Suite 1, Napa, CA
Contact us by phone at 707.252.2250 ext.2, or fax 707.252.2639.

VISIT OUR DOWNTOWN NAPA TASTING SALON

Tastings available by appointment at Bar Craig

Mon-Sat 10am – 4pm; Sun 11am – 4pm

Call 707.252.2250 ext.1

or email lori@robertcraigwine.com

Tasting Fee \$25 pp

Complimentary for Cabernet Club members.



robertcraigwinery.com



To inquire about membership, or to upgrade your membership level, please contact us directly at 707.252.2250 ext. 2.



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FALL 2016 NEWSLETTER

