



PRIEST RANCH WINES

ESTATE FARMED WINES OF UNCOMMON QUALITY AND CHARACTER

Priest Ranch embodies the essence of Napa Valley, from the trailblazing mindset of its establishing pioneers to today's spirit of farming excellence. Inspired by adventurous settlers like Joshua James Priest and others who have helped shape the Napa Valley we call home, Priest Ranch is dedicated to producing estate-farmed wines of uncommon quality and character.

Through a dedicated commitment to agricultural integrity and the craft of winemaking, the winery's estate-grown wines are trusted for their consistency, merit and distinction. Priest Ranch wines in national distribution include Grenache Blanc (\$22), Sauvignon Blanc (\$22), Petite Sirah (\$40), Cabernet Sauvignon (\$48) and Coach Gun (\$75), a red Bordeaux blend. The Brut Rose (\$38), Syrah (\$38), and Zinfandel (\$40) are currently only available at the winery.

INTEGRITY & EXCELLENCE BEGIN AT THE SOURCE

Honoring our Napa Valley heritage by cultivating wines with distinctive profiles that expressly link them to their estate source, Priest Ranch is committed to sharing a legacy that encompasses agricultural integrity, a forward-thinking mindset and an unswerving commitment to quality at the very highest level.

We believe that all wines must stem from the land itself. Our winemaker and viticulturist, Craig Becker, draws on rich, diverse vineyard sources that feature a variety of elevations, exposures, soils and microclimates. With knowledge borne of deep experience, Craig takes a minimalist approach to winemaking, encouraging the highest expression of personality, intensity and distinction in each varietal produced.

Our estate is located in the mountains 12 miles east of the town of Rutherford in the Napa Valley, and is comprised of 129 acres of sustainably farmed vineyards with elevations spanning 800 feet on the valley floor to 2,400 feet at the mountain ridge. The land is planted to an incredibly diverse selection of over 15 varietals, offering a wide range of wines for our guests to explore.

CULTIVATED EXCELLENCE

Craig Becker oversees both the viticulture and winemaking for Priest Ranch. Craig and his team subscribe to the challenge of "cultivated excellence," a viticulture and winemaking philosophy that aspires to produce wines reflecting the natural spirit of their source. With fruit farmed and selected block-by-block, Priest Ranch wines bring together the distinctive characteristics found in each block's elevations, exposures, soils and microclimates.

"We do not want to impose our vision on the Napa Valley. Instead, we want to reveal the full character and diversity of what Napa Valley offers," says Becker. "I believe the Napa Valley is the best region in the world for growing Bordeaux varieties, but I also allow each distinct piece of land to dictate the grape variety that will yield the most character. Our primary goal is to reflect and share this property's diversity through our wines."

Having control of both farming and winemaking allows Becker the ability to craft wines in first in the vineyard and secondarily in the winery. Becker believes that his intense focus on each detail and nuance of the vineyard ultimately enables him to produce wines reflecting the personality, intensity and distinction of their estate. In the winery, he allows all wines to undergo native fermentations with minimal additions.

With a production of only 10,000 cases annually, Priest Ranch wines may be purchased in select retail shops and restaurants across the U.S., as well as from the Priest Ranch tasting room in Yountville, California and online at www.priestranchwines.com.

HISTORICAL LEGACY

Today, Priest Ranch continues the adventurous legacy shaped by Joshua James Priest. Priest purchased 638 acres of land within the estate from the original Rancho Catacula in 1869 and helped pioneer the transformation of the Napa Valley into what it is today - a region recognized around the world for agricultural and epicurean excellence. It is this rich heritage that forms the foundation of Priest Ranch Wines.

VISITING

The Priest Ranch tasting room at 6490 Washington Street in downtown Yountville offers wine tasting, a private event space, consumer events and more. The tasting room is open to visitors daily from 11:00 a.m. to 7:00 p.m. Visit www.priestranchwines.com for more information.

PRESS CONTACT:

Jarvis Communications

Sam Dependahl *write* sam@jarviscommunications.com

Elizabeth Glenn *write* elizabeth@jarviscommunications.com

call 310.313.6374