



napa valley vintners

N A P A V A L L E Y
WINE ACADEMY
America's Premier Wine School

LEARNING OBJECTIVES



CONFIDENCE IN TALKING ABOUT NAPA VALLEY'S TOP GRAPES

DEFINE key characteristics of top six grapes

DESCRIBE the main wine styles produced in Napa Valley from these grapes

DISTINGUISH and COMPARE key characteristics between the white wines; the red wines

FOUNDATION COURSE

NAPA VALLEY'S KEY GRAPE VARIETIES



napa valley vintners

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WHICH grape is considered the original black grape variety of California?



Is MISSION :

(a) *Vitis labrusca*

(b) *Vitis riparia*

(c) *Vitis vinifera*

THE MISSION GRAPE



1770s +

Franciscan Monks plant first
Vitis vinifera in CA

1861

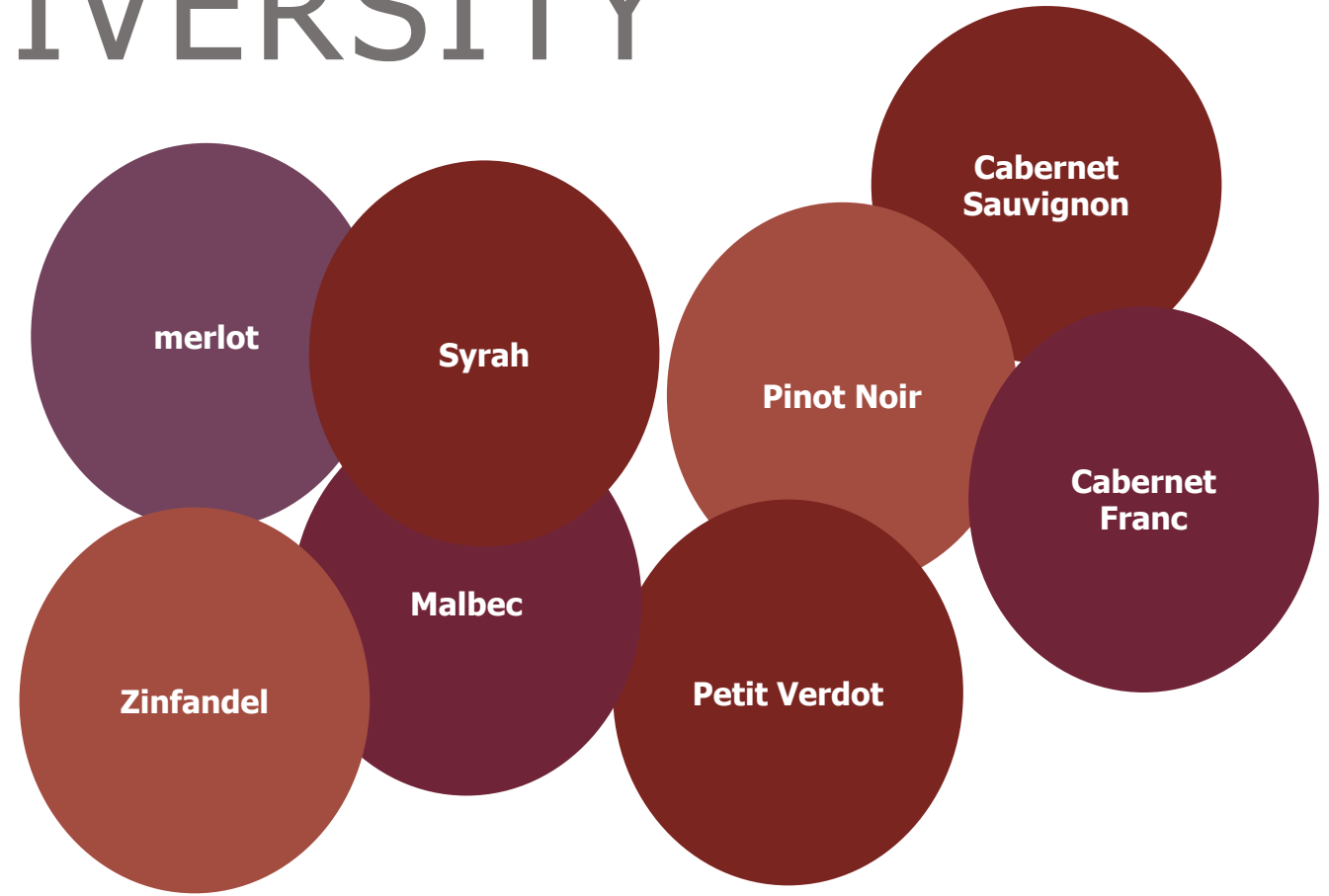
Pioneers (George Belden Crane,
Henry Pellet) plant and make other
vinifera wines; 'zenfenthal'

Gustave Niebaum

- 1879 Inglenook - First Chateau-style winery
- First to sell wine in bottles
- Imported grapevines



GREAT DIVERSITY





MEDITERRANEAN
CLIMATE



OCEAN
INFLUENCE



DIVERSE
LANDSCAPE

Napa County Campbell Scientific Weather Station Network
Daily Meteorological Summary
Monday, July 15, 2019

Station:	Temperature					Avg DewPt °F	Avg RH %	WIND			Precipitation		Solar Rad cal/cm ²	ETo in.
	Max °F	time occur	Min °F	time occur	Avg °F			Avg mph	Gust mph	Gust Dir	24hr In.	Season In.		
Pope Valley-Weeks Lake	95.8	15:12	50.0	5:42	74.8	51.5	52	2.8	18.9	WSW	0.00	0.00	637	0.25
Pope Valley South	96.8	14:45	57.2	5:16	78.6	54.9	49	3.7	18.9	WNW	0.00	0.00	--	--
Angwin (2350')	86.4	15:23	63.3	23:57	74.2	49.2	42	3.0	13.5	S	0.00	0.00	--	--
Lower Chiles Valley	92.7	16:18	48.9	5:56	73.5	52.5	54	2.4	15.2	NW	0.00	0.00	726	0.26
Moss Creek (Moskowite F	96.4	15:22	56.1	6:04	77.6	54.0	48	--	--	--	0.00	0.00	--	--
Calistoga North	100.3	15:07	54.2	5:49	76.7	54.0	52	--	--	--	0.00	0.00	--	--
St. Helena North	97.1	15:00	57.9	6:28	77.6	52.6	47	1.6	12.9	S	0.00	0.00	583	0.18
Rutherford Hill Estates (465')	95.1	17:37	57.5	6:03	75.0	56.0	56	1.7	15.3	WNW	0.00	0.00	597	0.21
Rutherford North (Mee Ln)	96.8	16:43	52.3	6:18	74.7	54.8	56	3.0	16.0	NW	0.00	0.00	630	0.24
Rutherford (STS)	94.3	17:19	51.9	5:51	74.3	57.8	62	2.8	15.8	NW	0.00	0.00	673	0.25
Rutherford East	94.0	17:35	51.2	5:50	72.9	55.0	60	1.8	13.7	SSE	0.00	0.00	550	0.21
Oakville (To Kalon)	95.2	17:10	52.6	4:36	73.6	56.0	60	2.9	13.4	SSE	0.00	0.00	672	0.25
Wappo Hill	94.0	16:41	51.5	6:16	72.8	54.8	59	4.3	16.9	ESE	0.00	0.00	701	0.28
Stags Leap Dist-Chimney Rock	93.3	16:36	50.0	6:02	71.6	54.4	60	2.8	16.2	ESE	0.00	0.00	641	0.24
Napa River Ranch	92.3	16:50	51.1	6:03	72.2	56.3	62	2.3	13.0	ENE	0.00	0.00	695	0.24
Yountville SE	94.8	17:04	52.0	6:13	72.5	56.6	62	0.0	3.3	SSE	0.00	0.00	422	0.13
Mt Veeder (Lokoya)	90.1	15:23	64.2	6:18	75.3	51.7	45	1.8	11.8	SSW	0.00	0.00	388	0.16
Napa North (Hunter)	92.6	16:57	52.1	6:11	71.6	55.0	61	2.7	13.7	SE	0.00	0.00	684	0.24
Napa NW	93.6	15:17	52.2	6:06	72.5	55.0	60	2.1	13.2	S	0.00	0.00	393	0.17
Milliken Creek	92.7	16:34	51.8	6:31	70.6	55.9	65	1.9	13.0	S	0.00	0.01	525	0.19
Napa East (300')	93.3	15:00	52.8	5:52	71.9	55.3	63	1.8	12.2	WSW	0.00	0.00	579	0.21
Napa East (1200')	85.6	15:30	52.9	6:12	68.7	53.9	63	2.4	14.6	WNW	--	--	718	0.23
Napa East (1400')	84.7	15:18	57.5	5:39	71.8	53.3	54	3.6	15.4	W	0.00	0.00	717	0.24
Truchard (290')	92.8	15:32	56.2	5:59	72.3	56.2	62	3.6	17.7	SW	0.00	0.00	692	0.25
Truchard remote (140')	93.6	15:22	49.2	5:44	71.0	55.0	63	--	--	--	--	--	--	--
Napa SW (Toyon)	89.8	14:52	54.8	6:24	70.0	57.0	--	3.8	16.3	W	0.00	0.00	468	0.17
Napa SE	89.3	16:03	53.8	4:14	70.9	55.0	--	5.3	17.3	S	0.00	0.00	663	0.25
Suscol Mtn North	85.9	16:36	58.2	4:58	69.3	54.4	62	4.4	17.7	WSW	0.00	0.00	--	0.26
Suscol Mtn South	85.5	16:21	59.1	6:12	69.7	54.9	62	6.5	18.0	S	0.00	0.00	--	--
Stanly	88.8	15:07	52.5	5:51	69.5	55.9	66	4.6	17.0	SW	0.00	0.00	427	0.18
Carneros Hilltop	87.8	14:30	58.3	5:38	71.5	54.3	58	8.2	27.7	W	--	--	--	--
Carneros Lower	88.3	15:02	51.6	5:32	69.7	55.3	64	2.7	15.7	W	0.00	0.00	--	0.24

The Napa Valley Appellation and its Sub-Appellations



napa valley vintners
legendary american wines

napavintners.com

THE TOP SIX



SAUVIGNON
BLANC



CHARDONNAY



PINOT NOIR



MERLOT



CABERNET
SAUVIGNON



ZINFANDEL

WINE CHARACTER



grapes

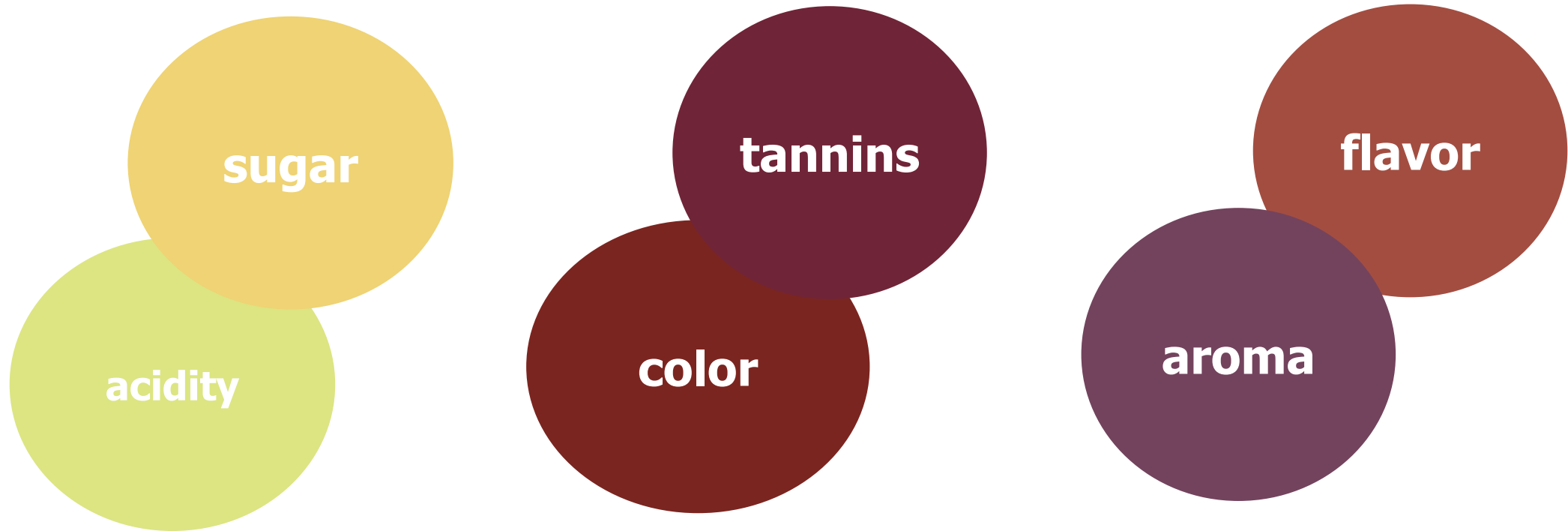


climate/
vineyard



winemaking

GRAPE CHARACTERISTICS



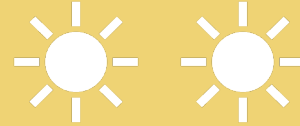
CLIMATE & HANG TIME

COOL



- Vibrant acidity
- Fresh fruit flavors (apple, pear, red cherries)
- Lighter bodied

MODERATE



- Riper fruits
- More intensity
- More complexity
- Medium bodied

WARM



- Ripest flavors
- Most concentrated
- Intensely-flavoured
- Full bodied

WINEMAKING INFLUENCE



Fermentation & aging

NAPA VALLEY'S TOP WHITE WINES

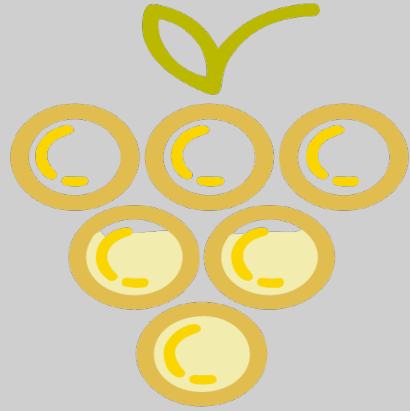


SAUVIGNON BLANC



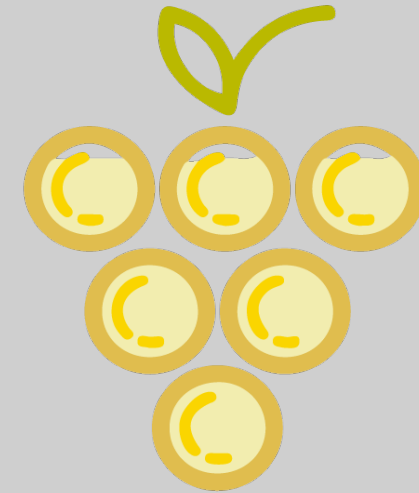
CHARDONNAY

NAPA VALLEY'S 2019 HARVEST



\$2,485/ton
\$33 million

SAUVIGNON BLANC



\$3,032/ton
\$69 million

CHARDONNAY

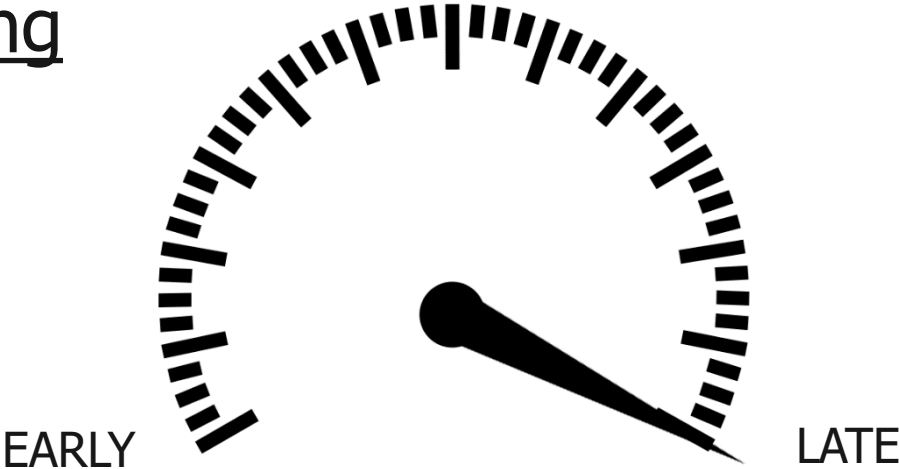
SAUVIGNON BLANC



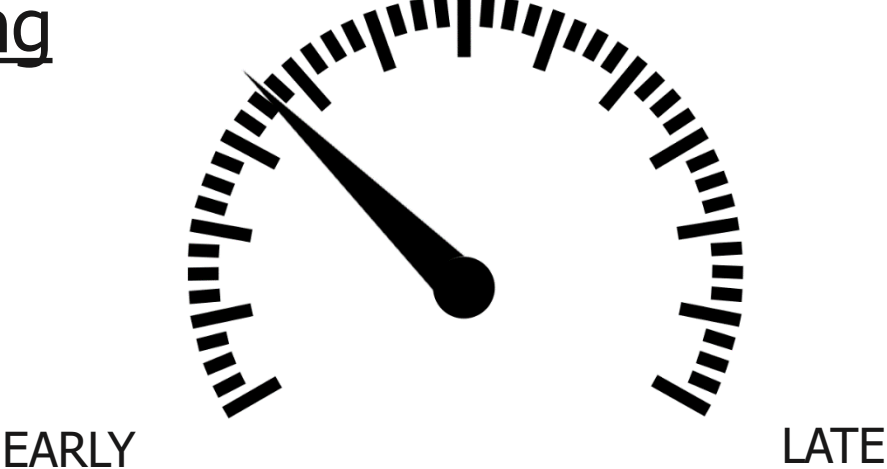
The *Wild* Grape

SAUVIGNON BLANC IN THE VINEYARD

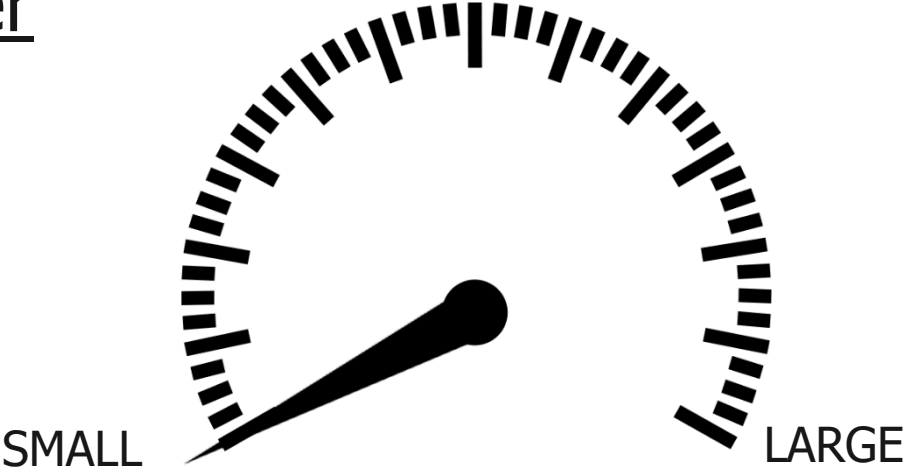
Budding



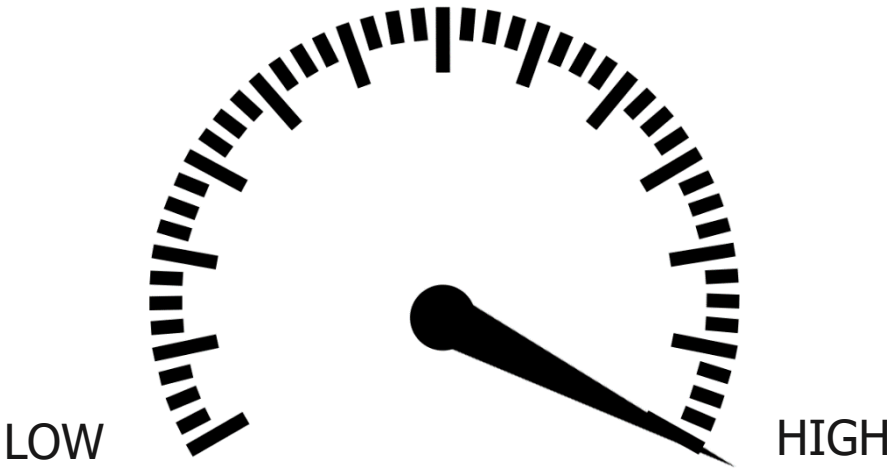
Ripening



Cluster



Vigor



RISE IN NAPA

SAUVIGNON BLANC

1880s

NIEBAUM PLANTS AT INGLENOOK

1915

BEAULIEU AWARDS INT'L EXPO/SF

MID 1900s: SWEET
TREFETHEN, LARKMEAD

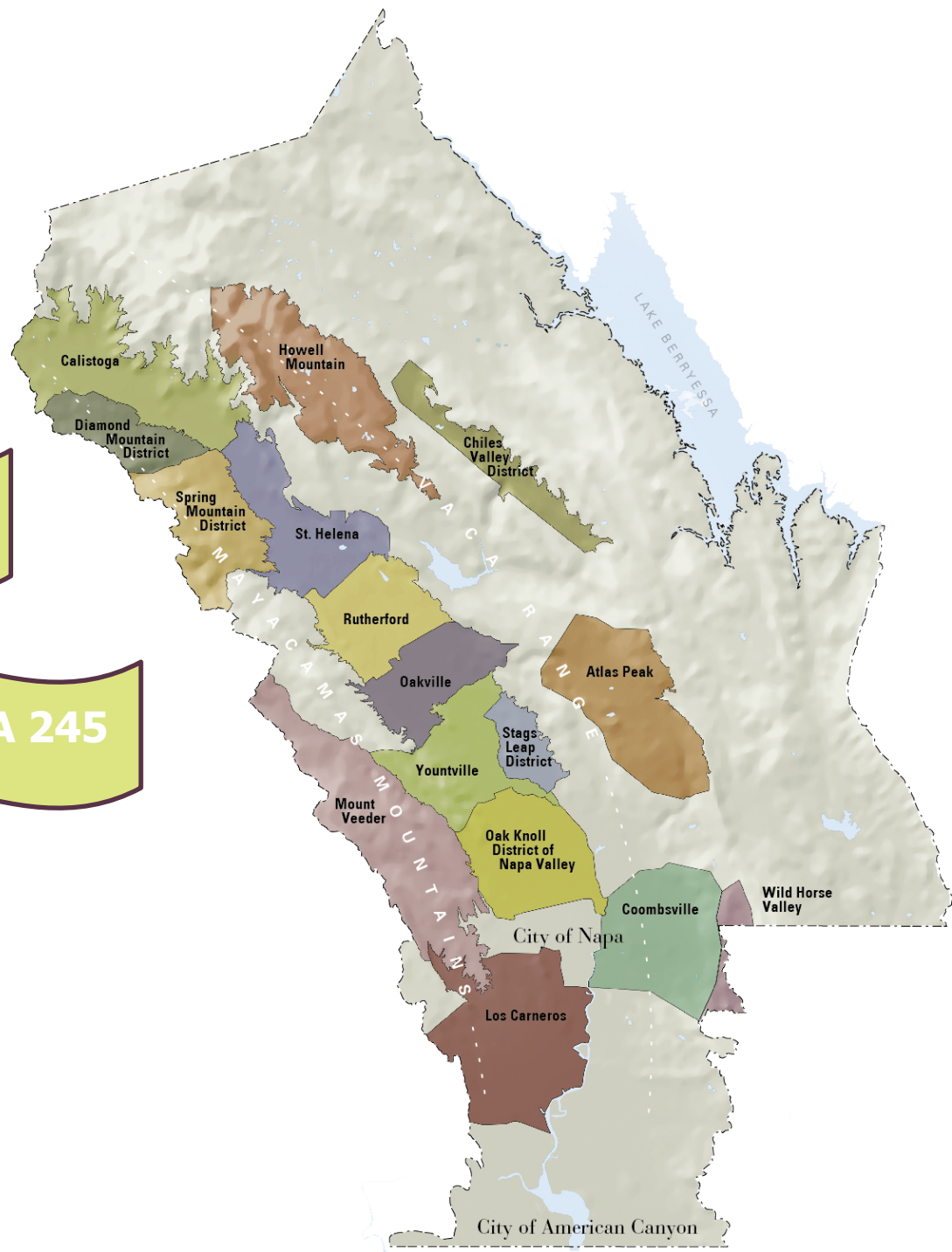
CALISTOGA
281

ST HELENA 245

RUTHERFORD
442

OAKVILLE 259

YOUNTVILLE
218

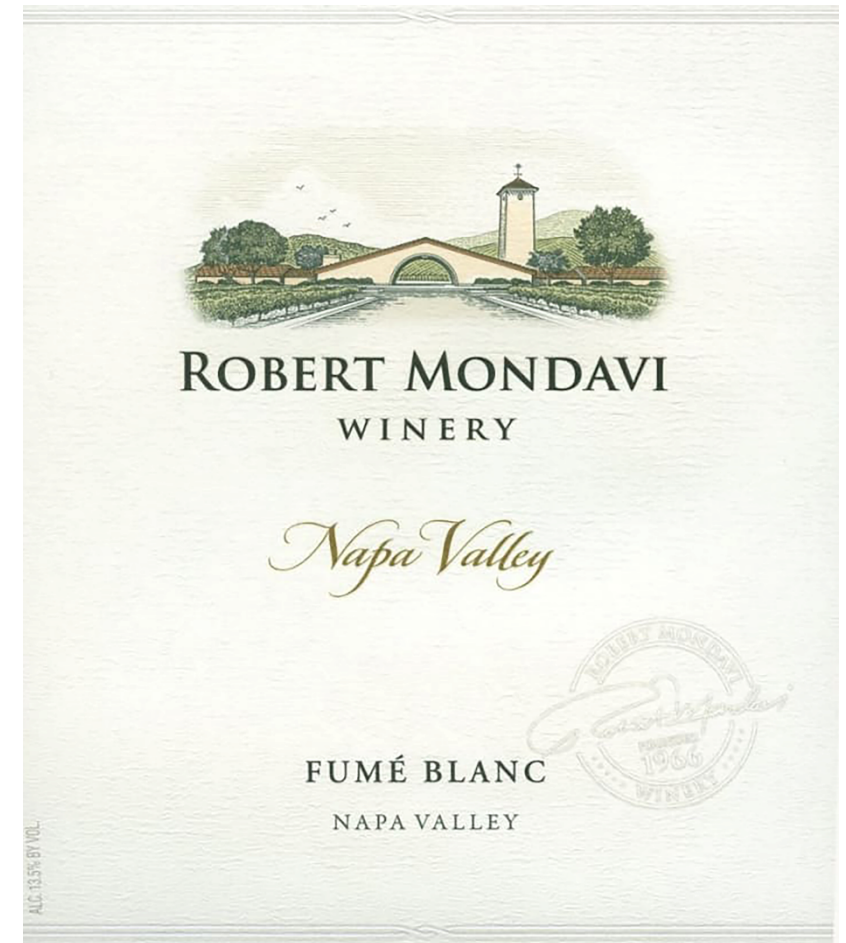


A STAR IS BORN



Fumé Blanc

- Drier Style
- Complexity With Oak

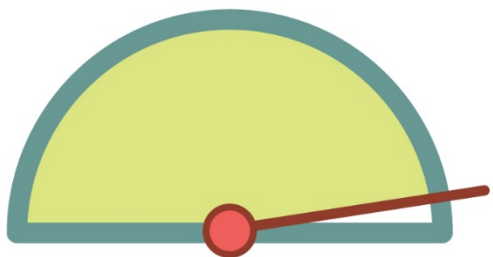




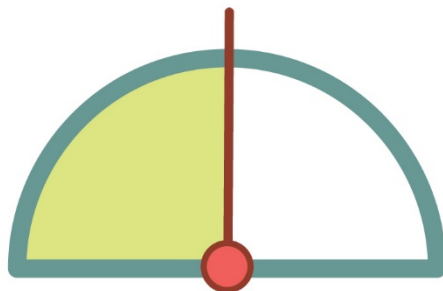
Where are the
oldest Sauvignon
Blanc vines in Napa
Valley?

I-Block, To Kalon Vineyard - 1945

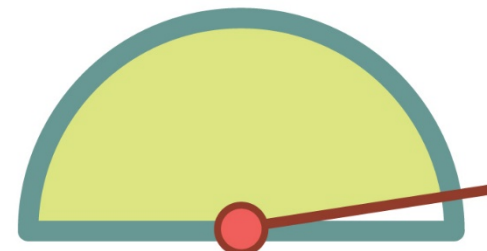




AROMATICS



BODY



ACIDITY

SAUVIGNON BLANC

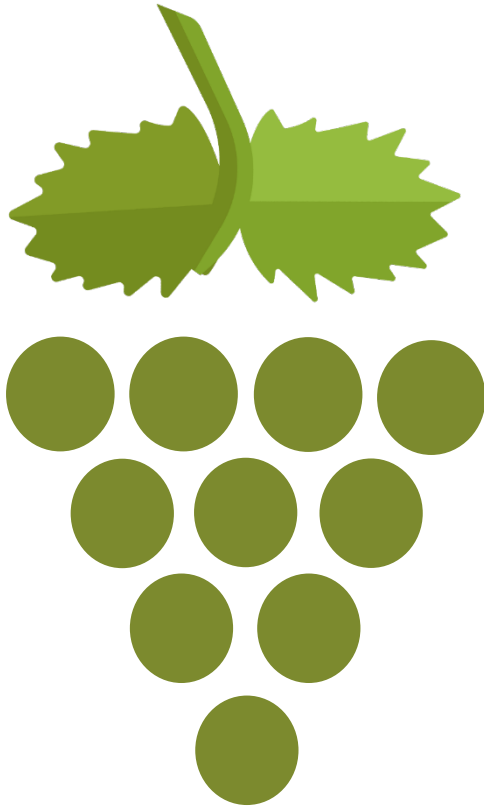
SAUVIGNON BLANC: DID YOU KNOW?

PYRAZINES

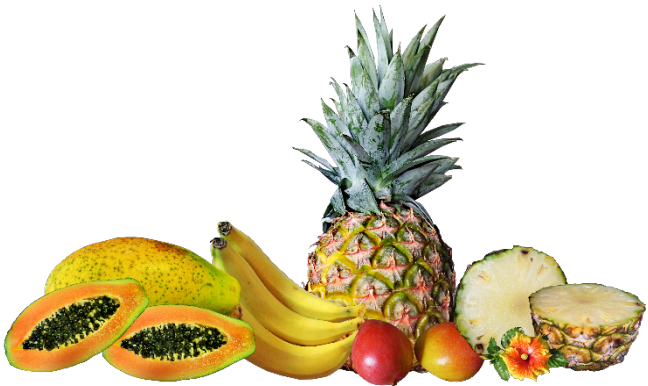
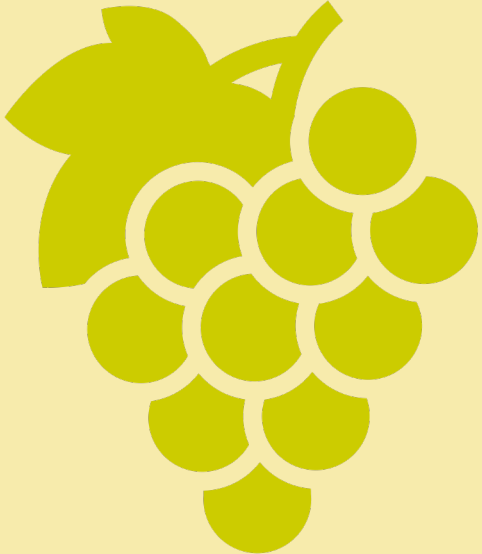
(Short for
Methoxypyrazines)

A natural aroma and flavor
compound
Found in the grape
causing

Vegetal or green bell
pepper aroma and flavors
In the wine



NATURALLY SB



SAUVIGNON BLANC



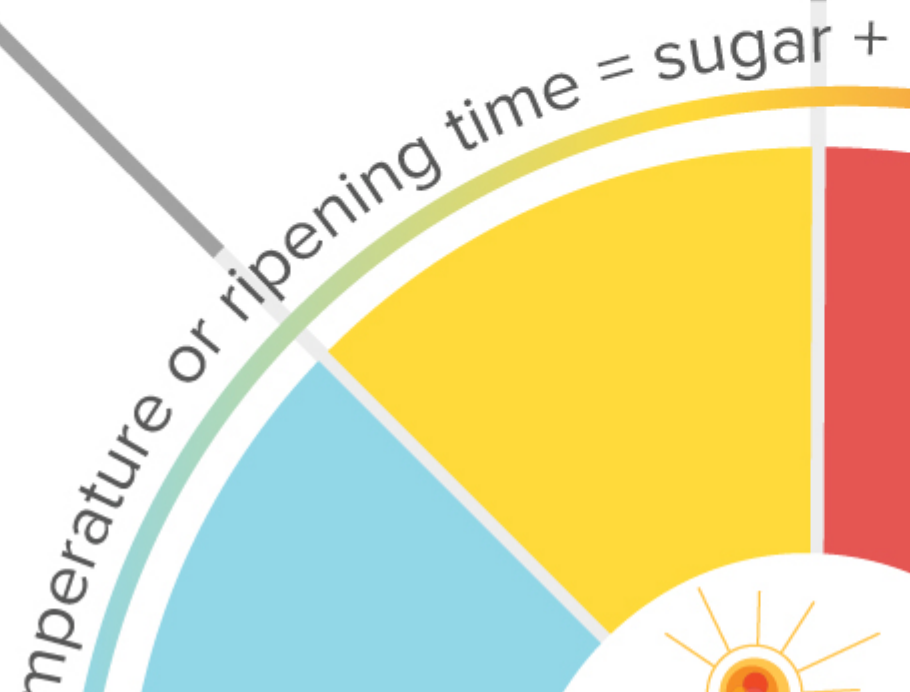
FLAVOR

**Ripe apple/pear
stone fruits**

**Tropical fruits
Pineapple
Mango
Melon**

**Floral
Citrus
Grass**

**Toast
Sweet spice**





oak use by some
for complexity

neutral vessels
Vibrant acidity and fruit flavors



CUSTOMER SPEAK

If they like...

Crisp, fresh, fruity wines

- Intense aromatics
- Mouthwatering acidity
- Layered Spring aromas: fresh grass, citrus, peach and tropical fruits
- Crisp, unoaked styles or complex, oak-integrated styles

...they will LOVE Napa Valley

Sauvignon Blanc

Chardonnay



"It Takes a Village"



Chardonnay's Home

ITS RISE IN NAPA

CHARDONNAY

1882s

CHARLES WETMORE IMPORTED
BUDWOOD FROM MEURSAULT

1933

ALMOST NO CHARDONNAY AFTER REPEAL

1947

STONY HILL, MAYACAMAS
PLANT CHARDONNAY



1970s

CHARDONNAY

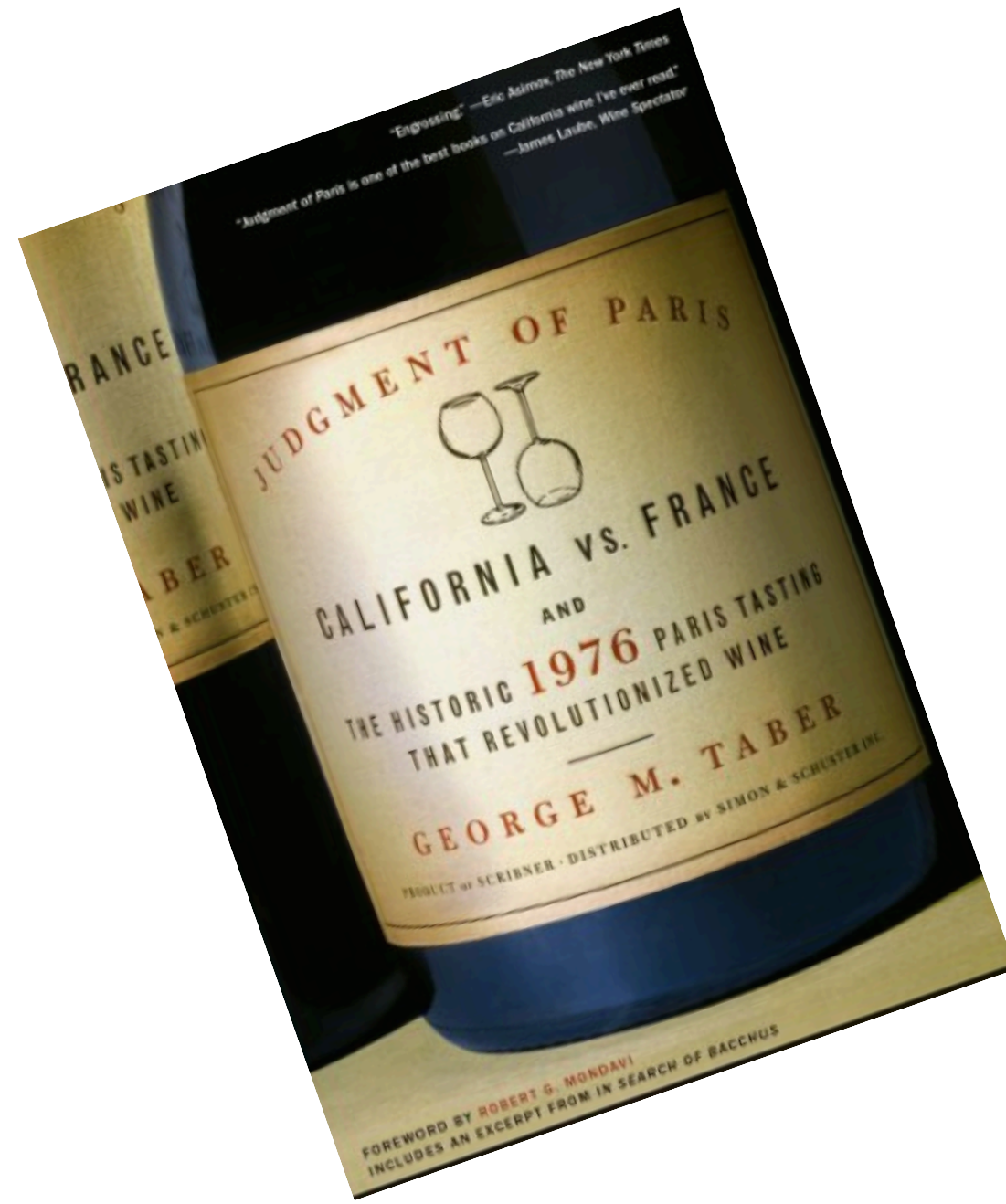
TABLE WINE SALES SURPASS
DESSERT WINES

PRICE OF GRAPES FINALLY SURPASSES
COST OF FARMING

CLONAL SELECTIONS INCREASE AVERAGE
YIELDS

POP QUIZ!

**Which producer
and vintage won
first place for
Chardonnay?**



Chardonnay Makes History



1976

Chateau Montelena's
1973 Chardonnay
wins Paris Tasting

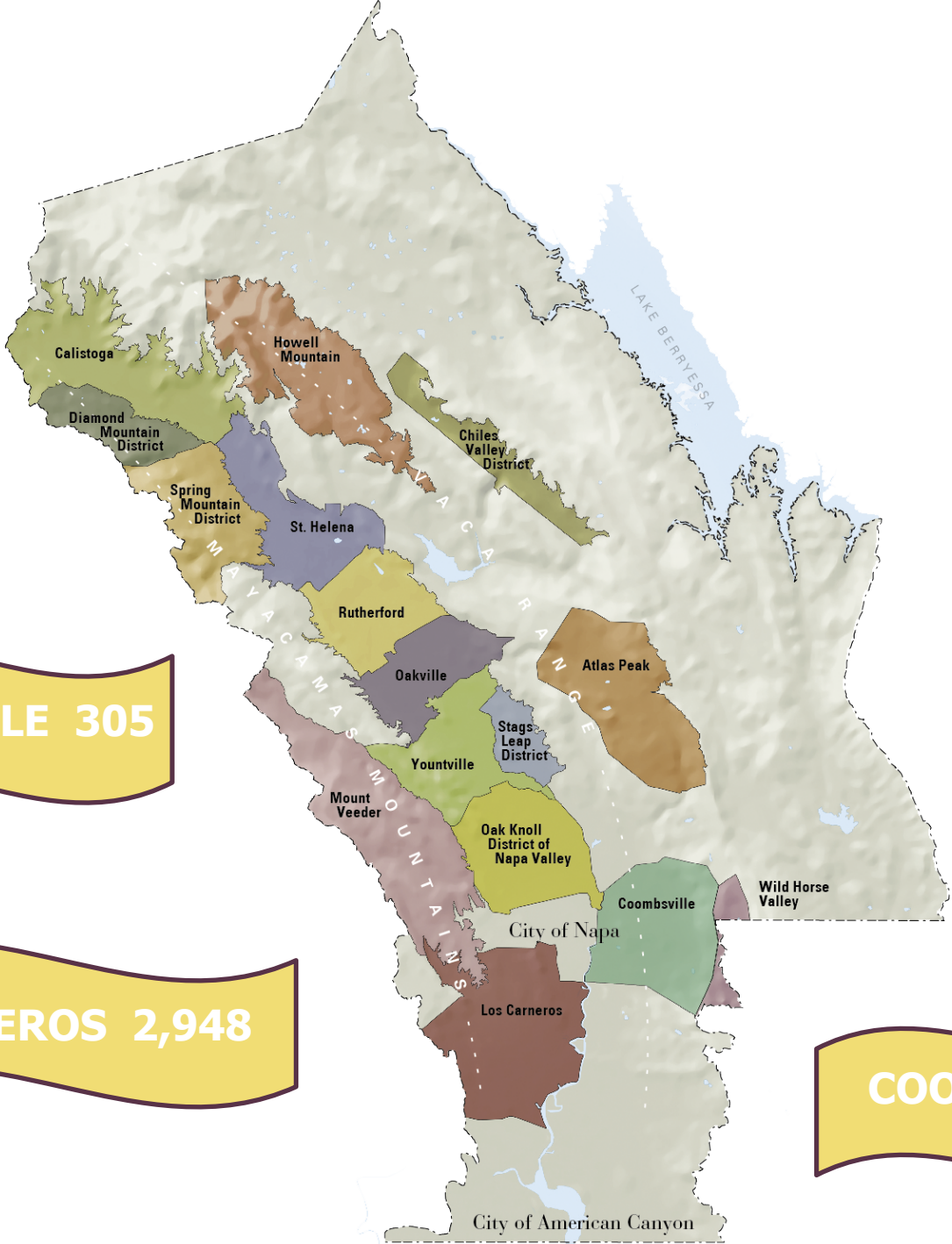
Chardonnay's popularity explodes

OAKVILLE 230

YOUNTVILLE 305

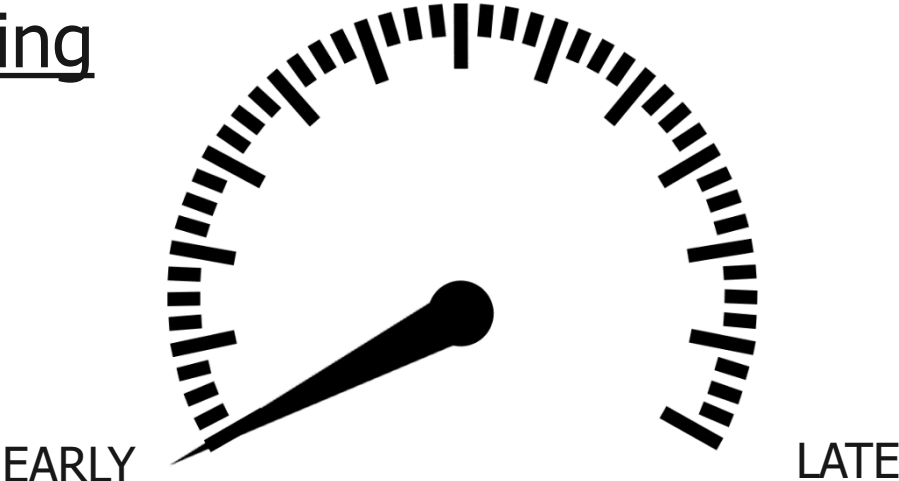
CARNEROS 2,948

**COOMBSVILLE
231**

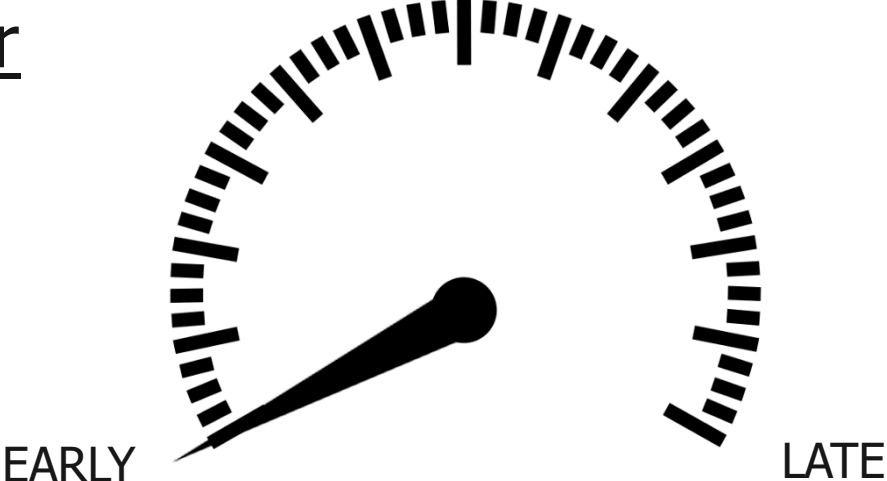


CHARDONNAY IN THE VINEYARD

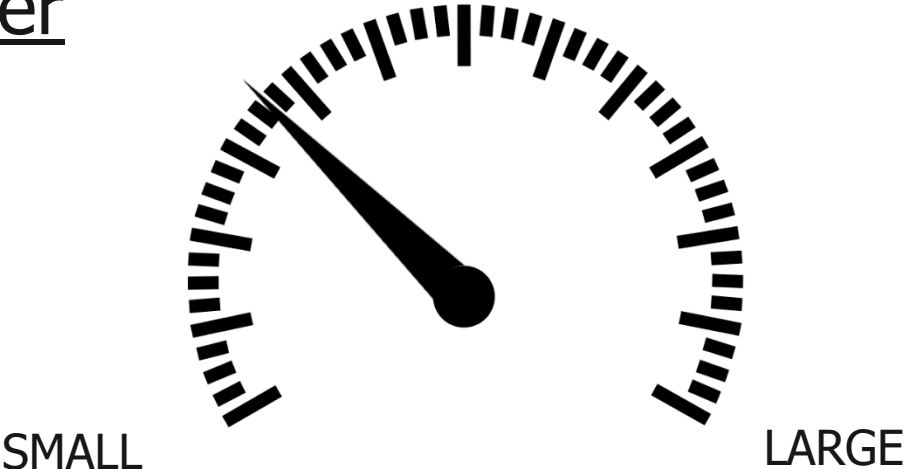
Budding



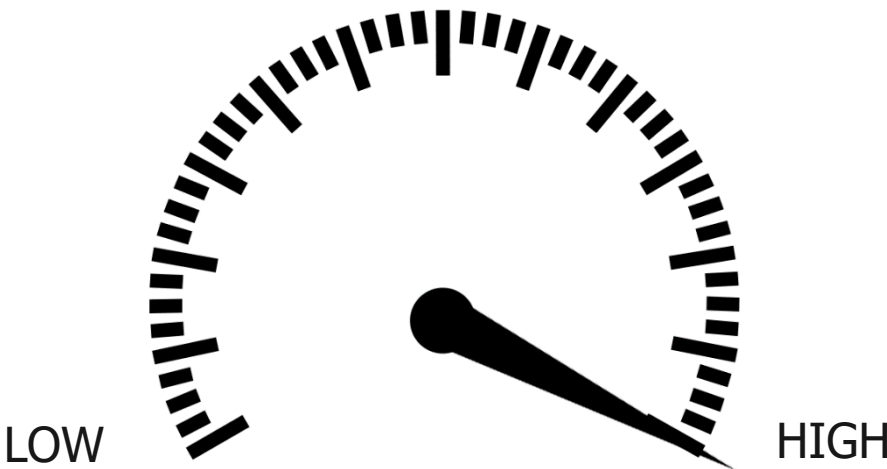
Ripener

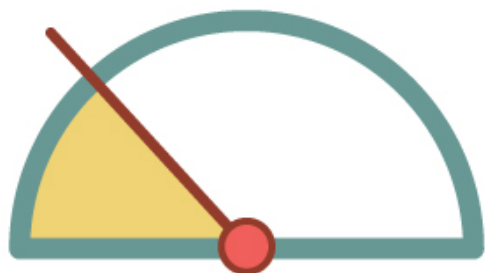


Cluster

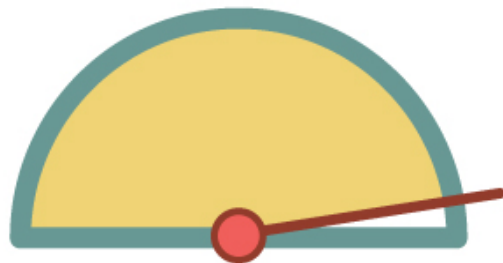


Vigor

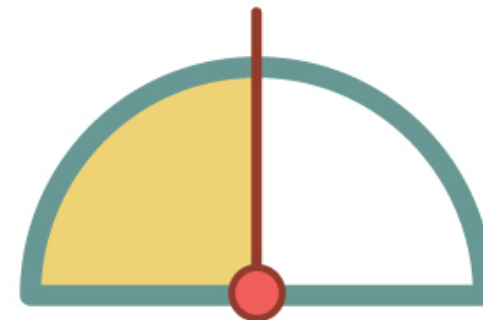




AROMATICS



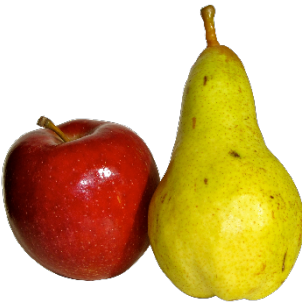
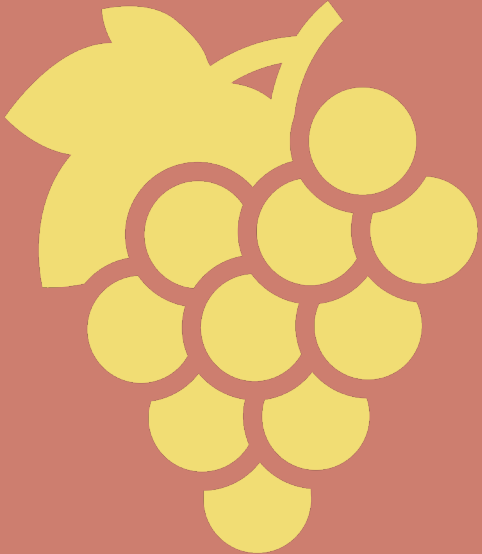
BODY



ACIDITY

Chardonnay

NATURALLY CHARD



CHARDONNAY



FLAVOR

Citrus
Green apple
Pear

Ripe tangerine
White peach
Nectarine

Banana
Pineapple
Mango
Fig

Toast
Vanilla
Baking spice

temperature or ripening time = sugar +





Stainless steel
for unoaked styles



Oak fermentation
MLF
for richer, flavorful styles

CHARDONNAY STYLE INFLUENCERS



MALOLACTIC FERMENTATION

- Adds flavors such as butter, cream

LEES / STIRRING

- Adds texture, creaminess

YEAST CHOICE

- Enhances certain flavors



MATURITY

- Toasted nuts
- Dried pineapple, dried apple
- Hay
- Honey
- Ginger



CUSTOMER SPEAK

If they like...

- A richly textured white wine
- Aromas of spiced red apple pie
- Range of ripe flavors: pear, peach, apricot, nectarine, melon, and pineapple
- Notes of toasty oak, sweet spice, butter, hazelnut from oak complexity

...they will LOVE Napa Valley
Chardonnay



THE SPARKLING SIDE OF CHARDONNAY

- Important for Napa Valley Sparkling Wines
- Traditional Method common
- Blended
- Blanc de Blancs

NAPA VALLEY'S TOP RED WINES



Pinot Noir



Merlot



Cabernet
Sauvignon



Zinfandel

TOP RED ACRES

2,615



Pinot Noir

4,154



Merlot

21,747



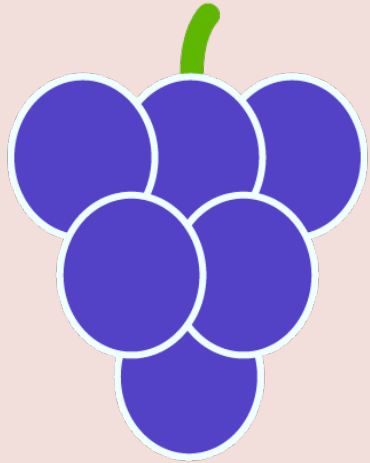
Cabernet
Sauvignon

1,275



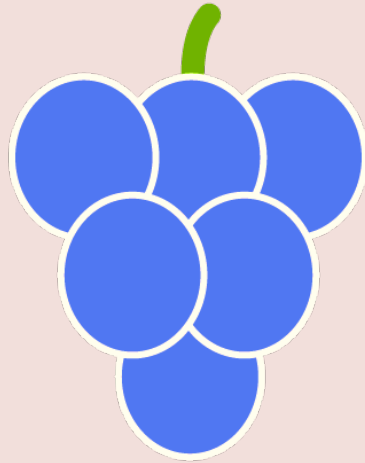
Zinfandel

NAPA VALLEY'S 2019 HARVEST



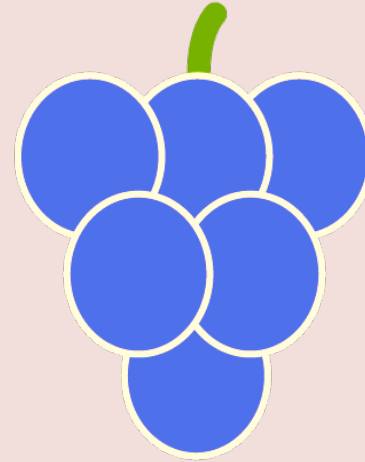
\$2,773/ton
\$24 million

Pinot Noir



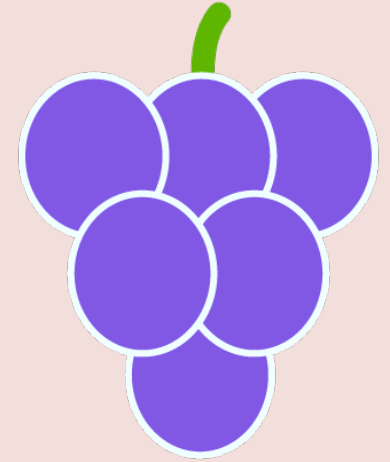
\$4,055/ton
\$50 million

Merlot



\$7,941/ton
\$650 million

**Cabernet
Sauvignon**



\$4,339/ton
\$16 million

Zinfandel

CAB SAUV (UP)RISING

Price/Ton
2019

Price/Ton
2016

Price/Ton
2013

Price/Ton
2010

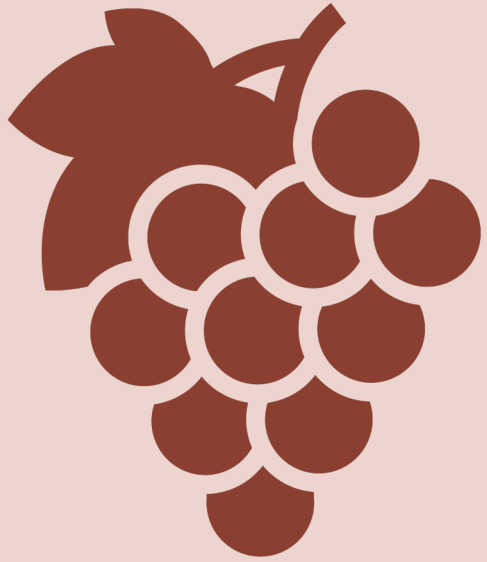
\$7,941

\$6,830

\$5,474

\$4,453

RED WINE FLAVORS





PINOT NOIR

*Going strong at
2,000+ years*



What famous Napa Valley winemaker made Pinot Noir his “life challenge”.



THE UNDERGROUND WINELETTER

A Definitive Guide to Fine Wines

In This Issue:

One Winedrinker's Opinion	2
Old Pinot Noir Vs. Burgundy	3
California Pinot Noirs: Selected Wines from Recent Vintages	4
1975 Bordeaux	10
Coming Attractions	16



ITS RISE IN NAPA

Pinot Noir

1880s

APPEARED AT INGLENOOK & OTHER VINEYARDS

EARLY 1907-09

GEORGES DE LATOUR PLANTED 15 ACRES AND
THEN ADDED 10,000 MORE VINES

1940s

TCHELISTCHEFF'S PN BECAME BENCHMARK STYLE
LOUIS MARTINI : 200 ACRES STANLEY RANCH

CARNEROS – Pinot Noir's Bright Spot



Carneros Pinot Noir is prized
Cooler temps retain fresh, aromatics

The Napa Valley Appellation and its Sub-Appellations



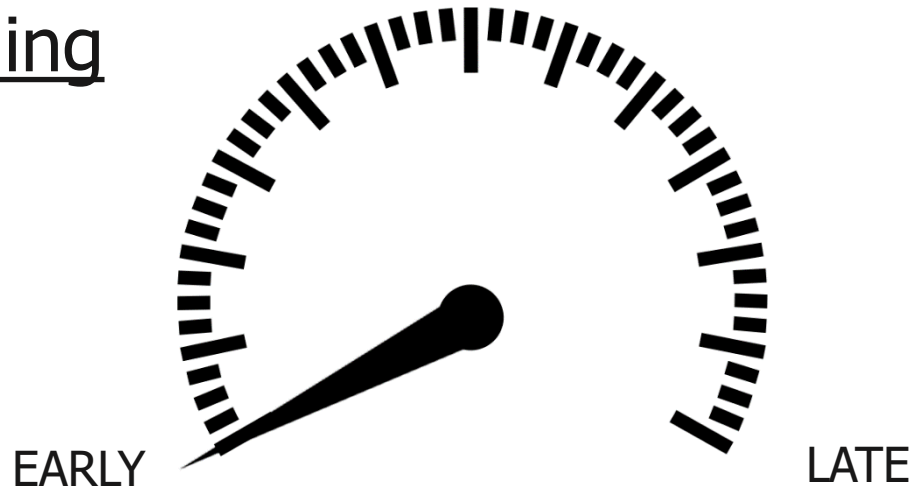
LOS CARNEROS
2,178

OAK KNOLL 223

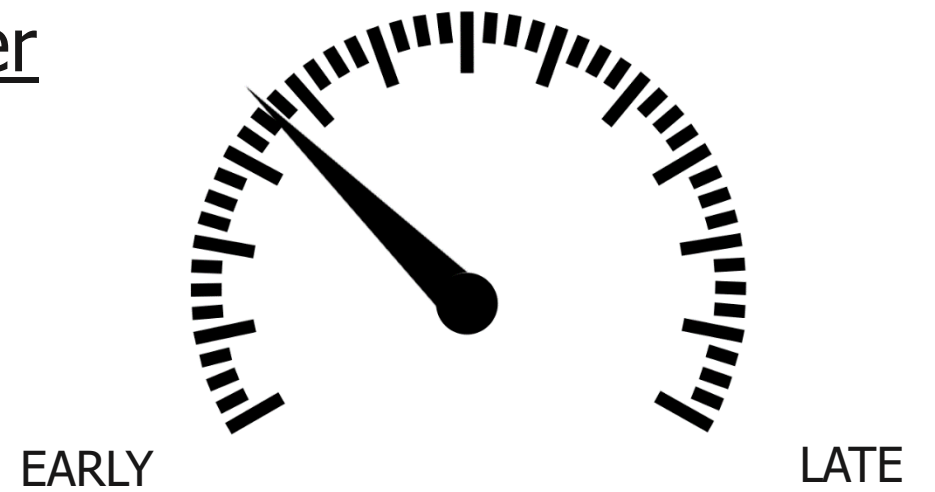


PINOT NOIR IN THE VINEYARD

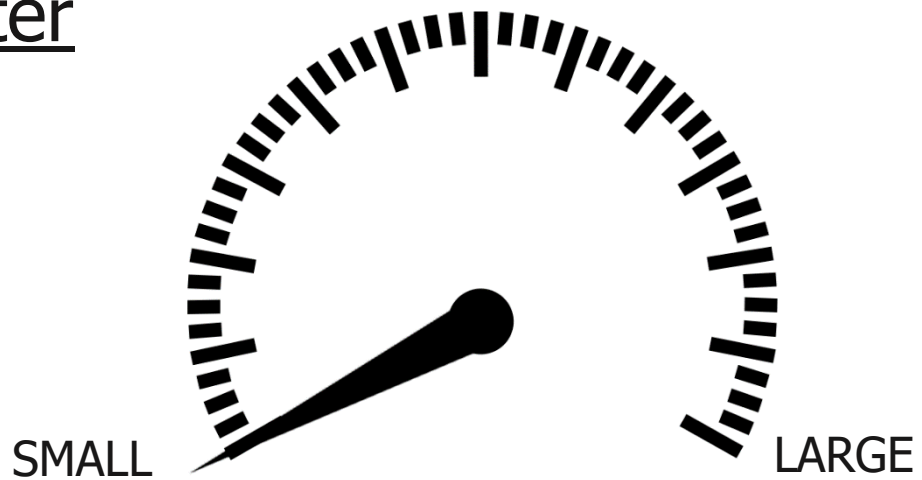
Budding



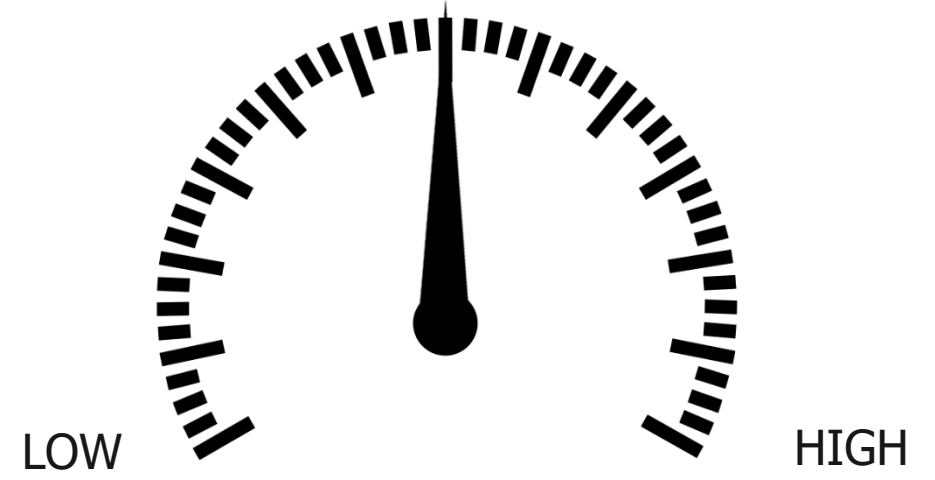
Ripener



Cluster



Vigor



BRING IN THE CLONES

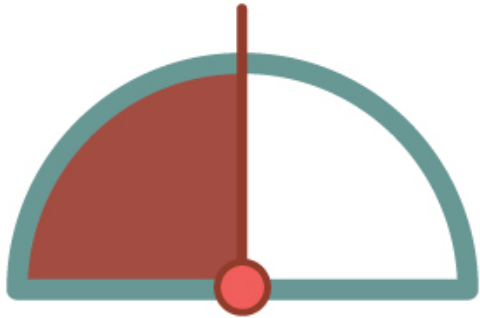
A CLONE is an identical copy of a preferred vine

Natural MUTATIONS create variances :

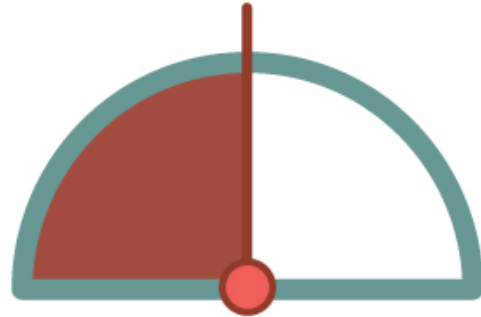
- Yield size
- Berry size
- Color
- etc

This clone gets a # or name so it can be tracked.

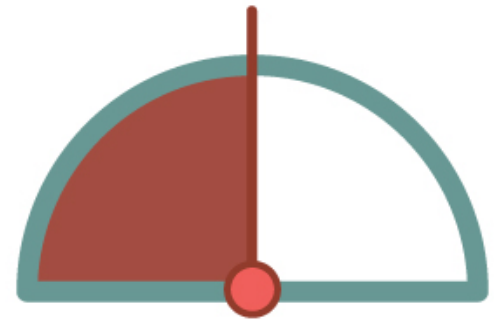




COLOR



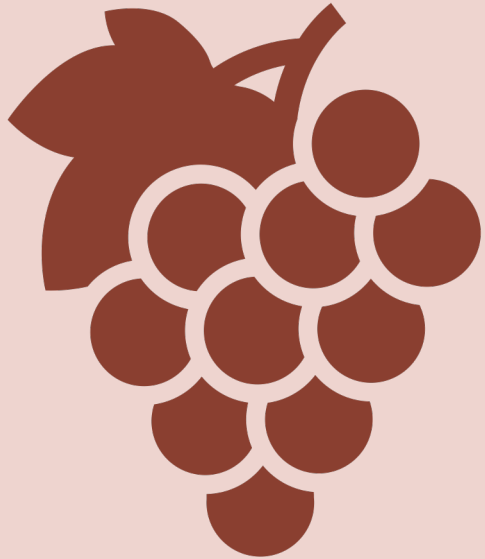
TANNIN



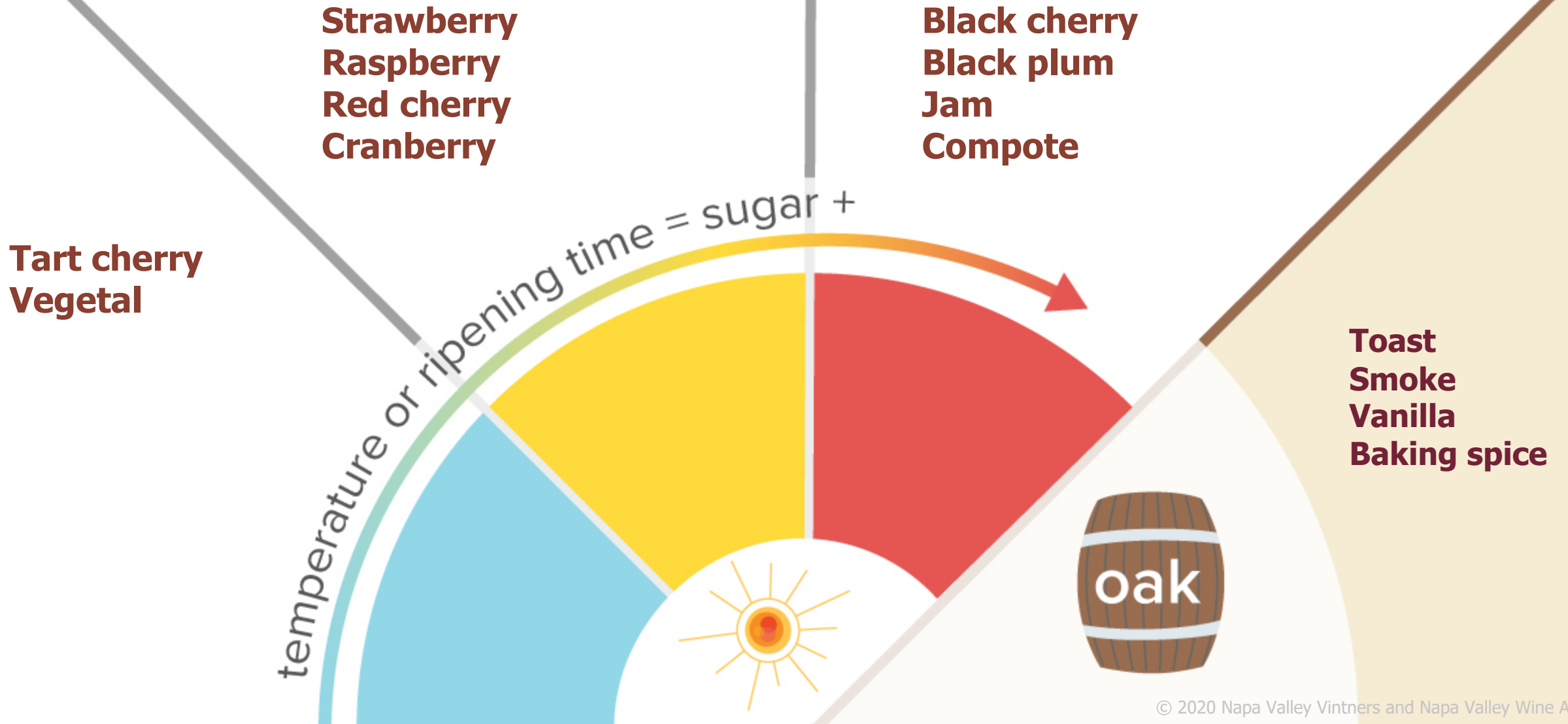
BODY

Pinot Noir

PINOT NOIR FLAVORS



PINOT NOIR





**Fermentation in neutral vessels
or oak casks**

Maintain delicate fruit

Oak aging is common

Rarely blended with other varietals



MATURITY

Savory;
Earthy notes of toast, mushroom



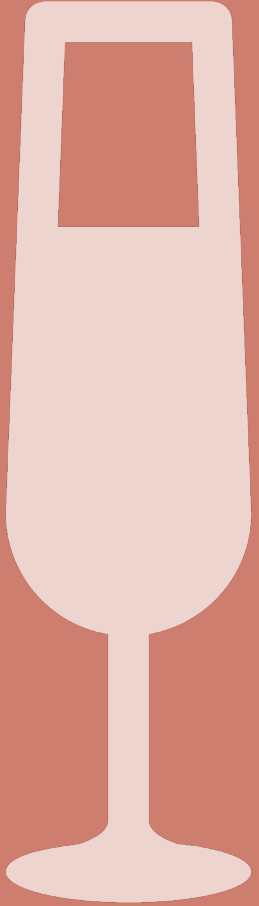
CUSTOMER SPEAK

If they like...

- Vibrantly fruity red wine
- Silky texture
- Bright acidity
- Less firm tannins
- Medium bodied
- Complex red fruit and dried herbs flavors
- Oak-influenced flavors

...they will LOVE Napa Valley **Pinot Noir**

The Sparkling Side of Pinot Noir



- Important for Napa Valley Sparkling Wines
- Traditional Method common
- Blended
- Blanc de Noirs





MERLOT

'Blackbird'

ITS RISE IN NAPA

Merlot

1850-60s

1ST COMMERCIAL "MEDOC" IN CA

1970-80

Rock star status in US
DUCKHORN, RUTHERFORD HILL, SWANSON

2004

SALES WENT SIDEWAYS

MERLOT

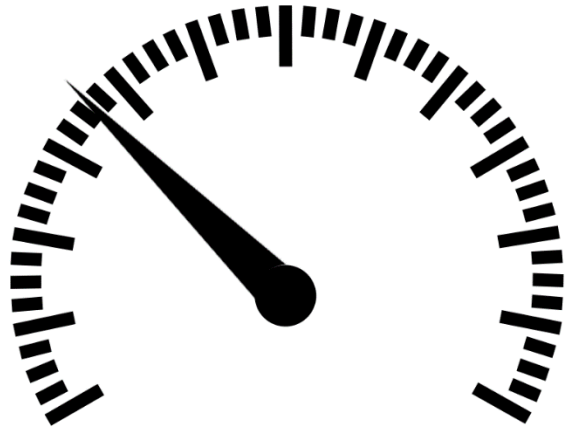


**If you don't like
Merlot,
you haven't had
GOOD Merlot**



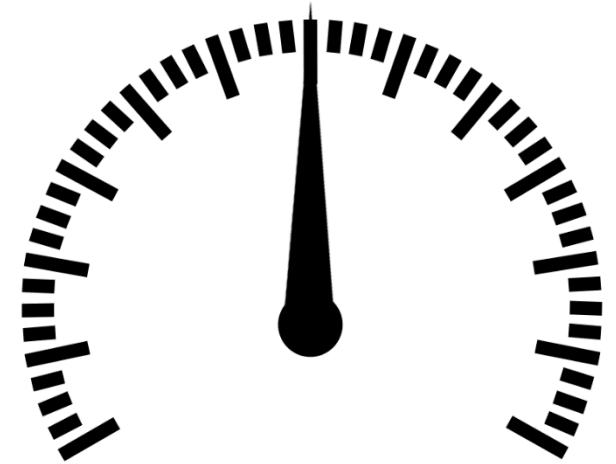
MERLOT IN THE VINEYARD

Budding



EARLY

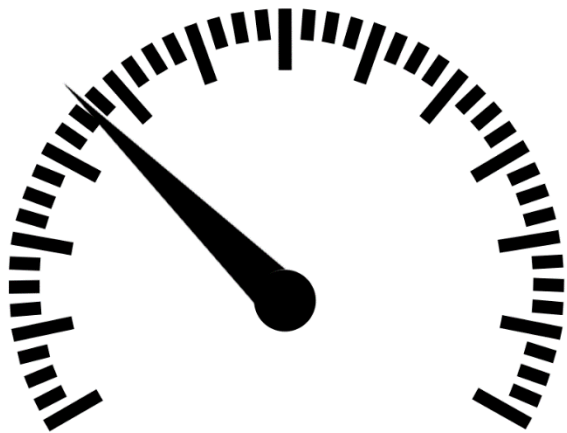
Ripener



EARLY

LATE

Cluster



SMALL

LARGE

Vigor



LOW

HIGH

The Napa Valley Appellation and its Sub-Appellations

CALISTOGA 243

OAKVILLE 236

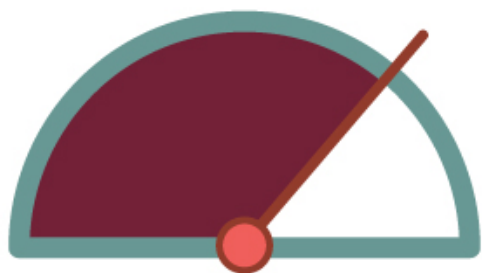
YOUNTVILLE 339

CARNEROS 447

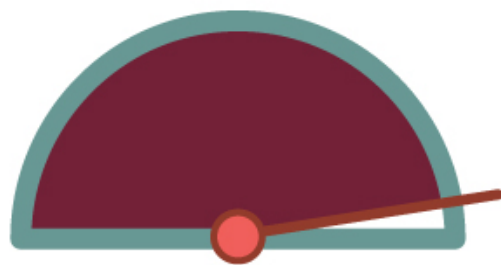
RUTHERFORD 291

OAK KNOLL 823

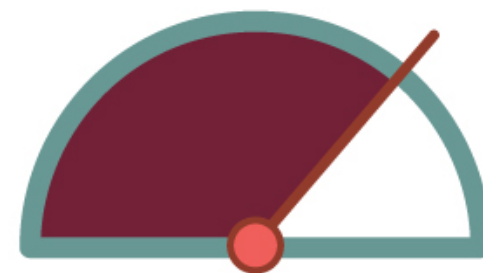




COLOR



BODY



TANNIN

Merlot

MERLOT FLAVOR

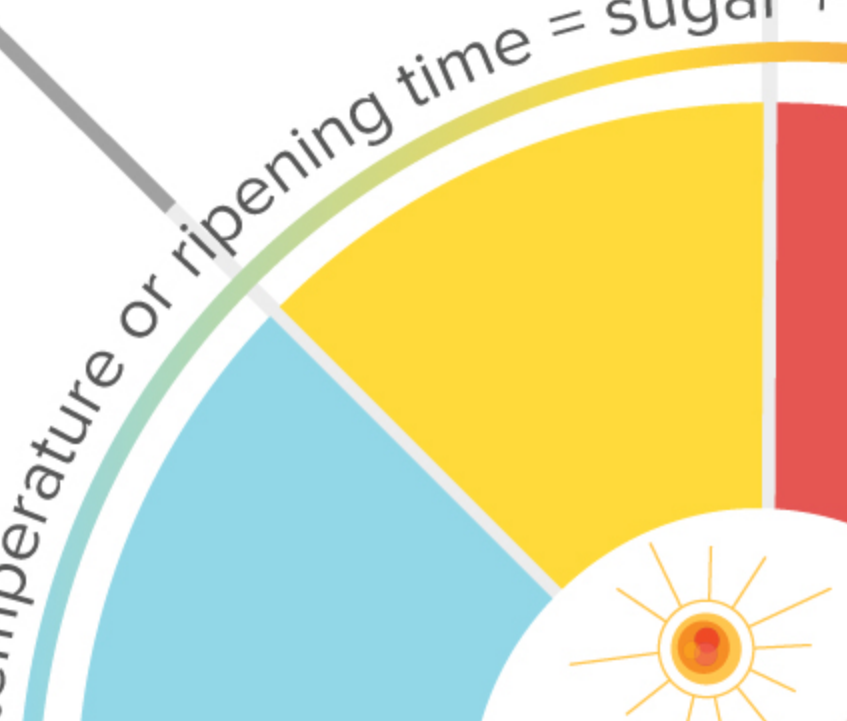
Tart red plum
Raspberry
Leafy green

Riper red plum
Riper red cherry
Herbs

Jammy
Black fruits
Chocolate

Baking spice
Vanilla
Toast

temperature or ripening time = sugar +





**Fermentation in neutral vessels
or oak casks**

color and tannin extraction



Oak aging is common

Varietal wine or blended with Cabernet
Sauvignon and other Bordeaux varietals



MATURITY

Leather
Cedar
Dried plum
savory



CUSTOMER SPEAK

If they like...

- Silky, richly textured wine
- Complex flavors of red and black plum, red and black cherry, dried herbs, toast, vanilla
- Mouth coating fruit flavor
- Oak, spice complexity

...they will LOVE Napa Valley **Merlot**

CABERNET SAUVIGNON



It's all in the Family

ITS RISE IN NAPA

Cabernet Sauvignon

LATE 1800s

NIEBAUM, HW CRABB, CONCANNON AND
OTHERS

1900

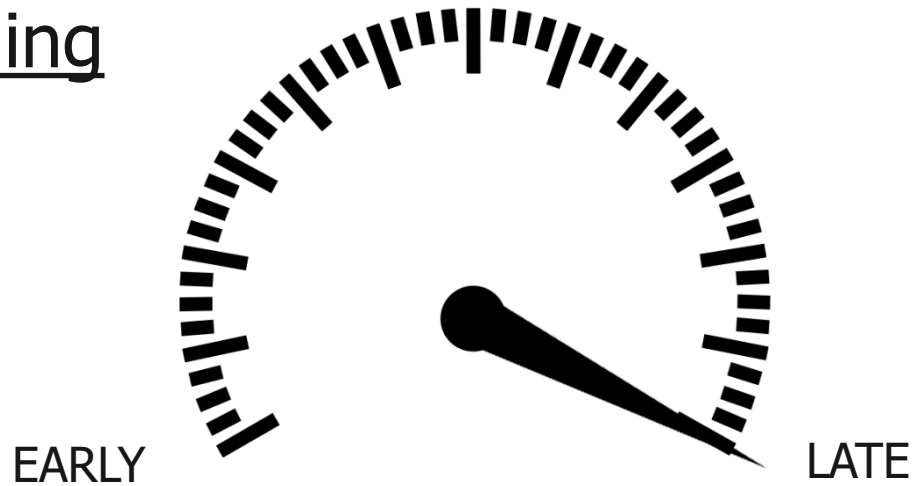
Liparita Winery wins gold at Paris Exhibition

1960s & 1970s

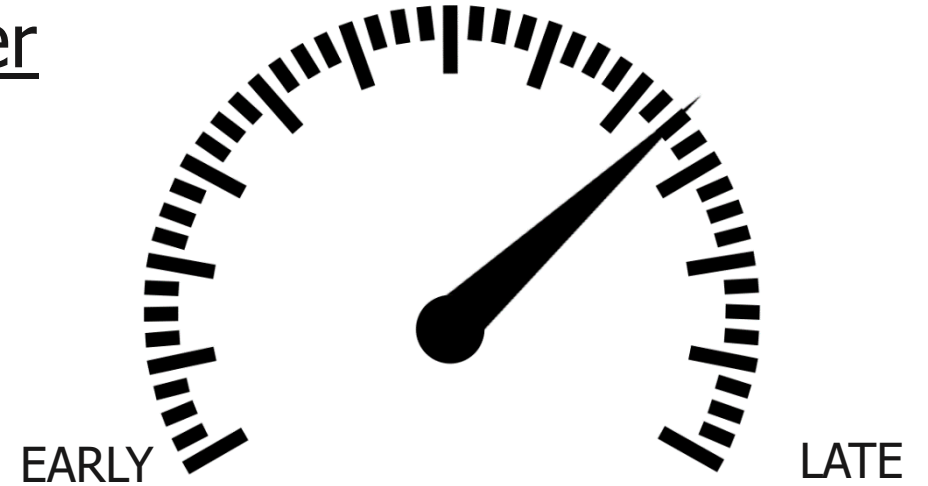
MARTINI, KRUG, INGLENOK, BEAULIEU
LEGACY OF CS BEGINS

CABERNET SAUVIGNON IN THE VINEYARD

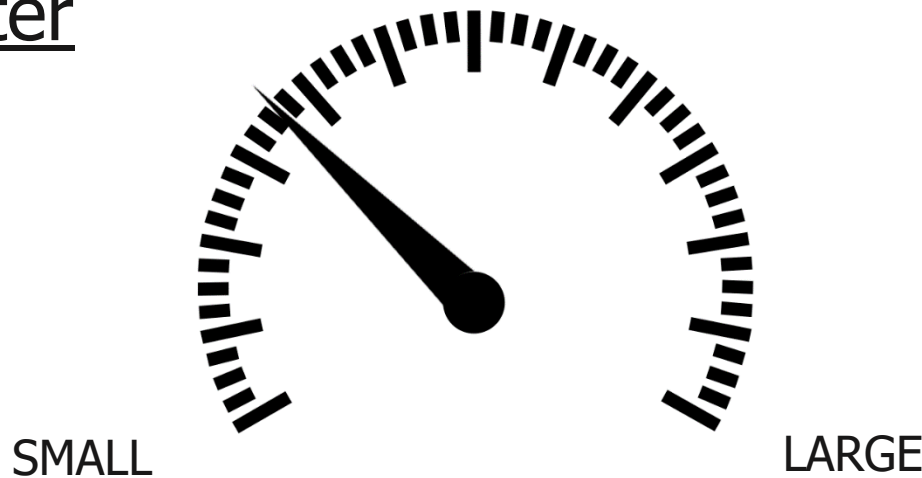
Budding



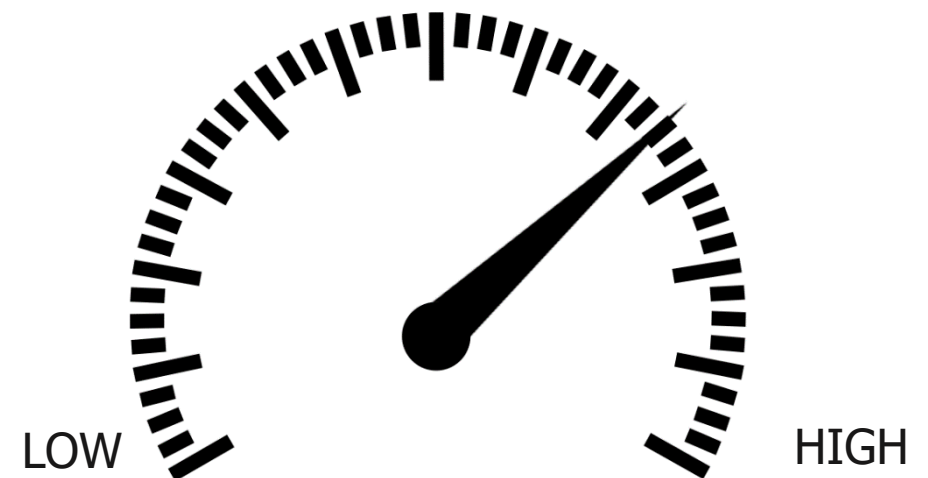
Ripener



Cluster



Vigor



The Napa Valley Appellation and its

CALISTOGA 1599

HOWELL MTN 698

DIAMOND MTN 413

ATLAS PEAK 993

SPRING MTN 557

CHILES 383

ST HELENA 1818

STAGS LEAP 964

OAKVILLE 2501

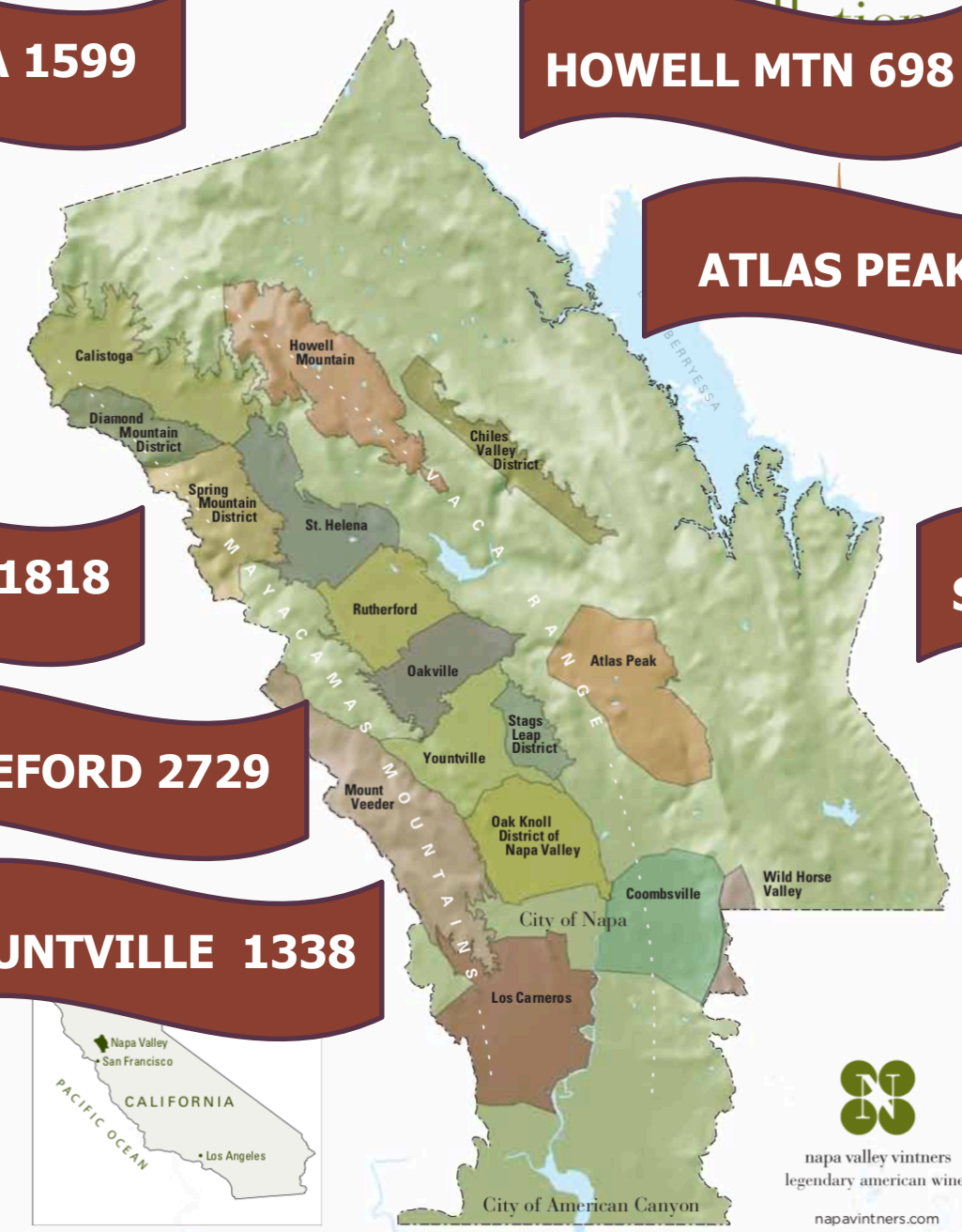
RUTHEFORD 2729


OAK KNOLL 1469

MT VEEDER 667

YOUNTVILLE 1338

COOMBSVILLE 879

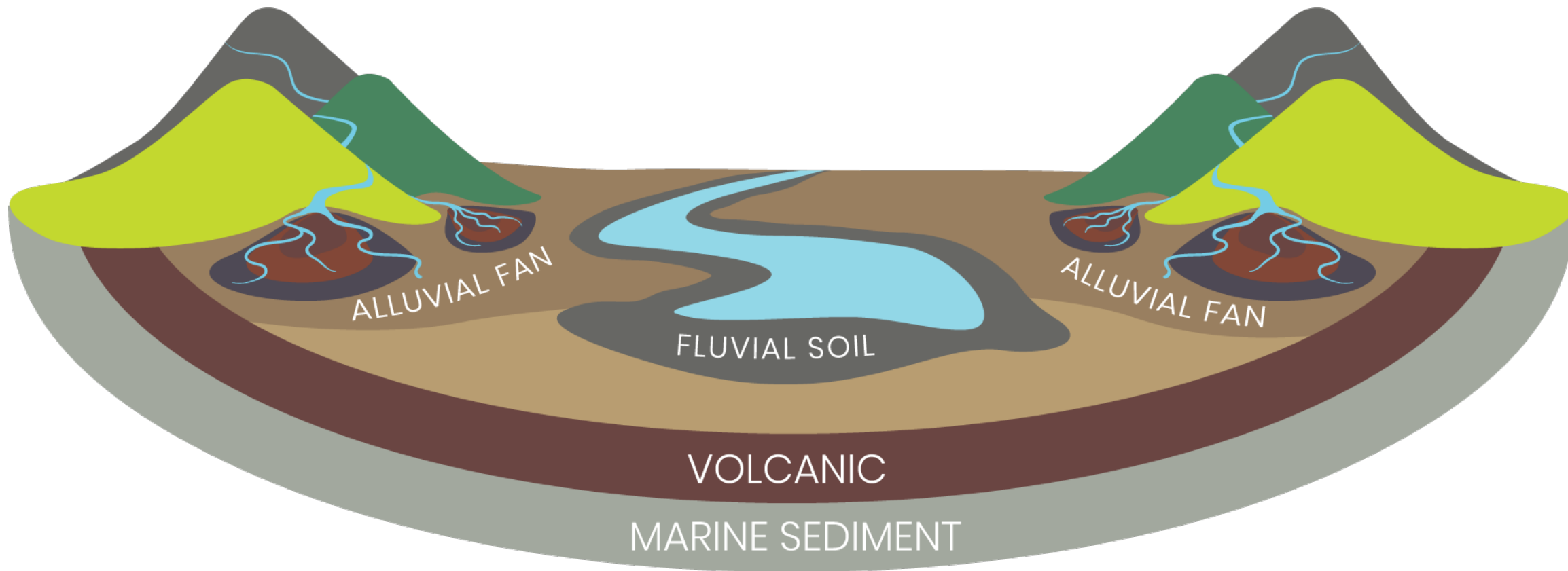


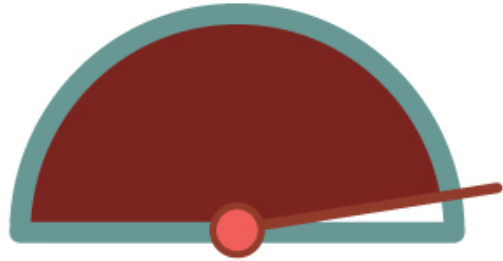


*What Makes
Napa Valley
Ideal for
Cabernet
Sauvignon?*

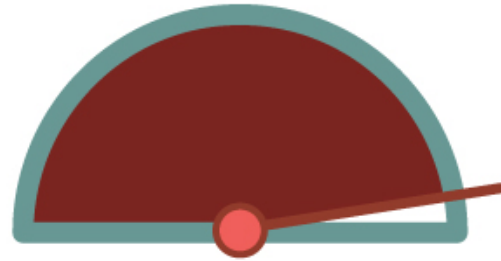
CABERNET SAUVIGNON

a tale of diversity

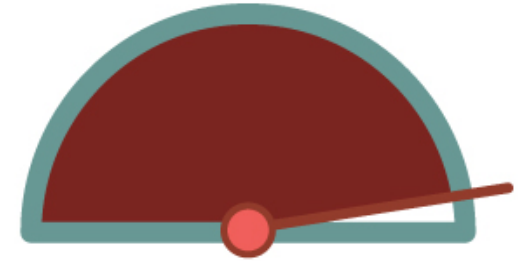




COLOR



TANNIN



BODY

Cabernet Sauvignon

Cabernet Sauvignon

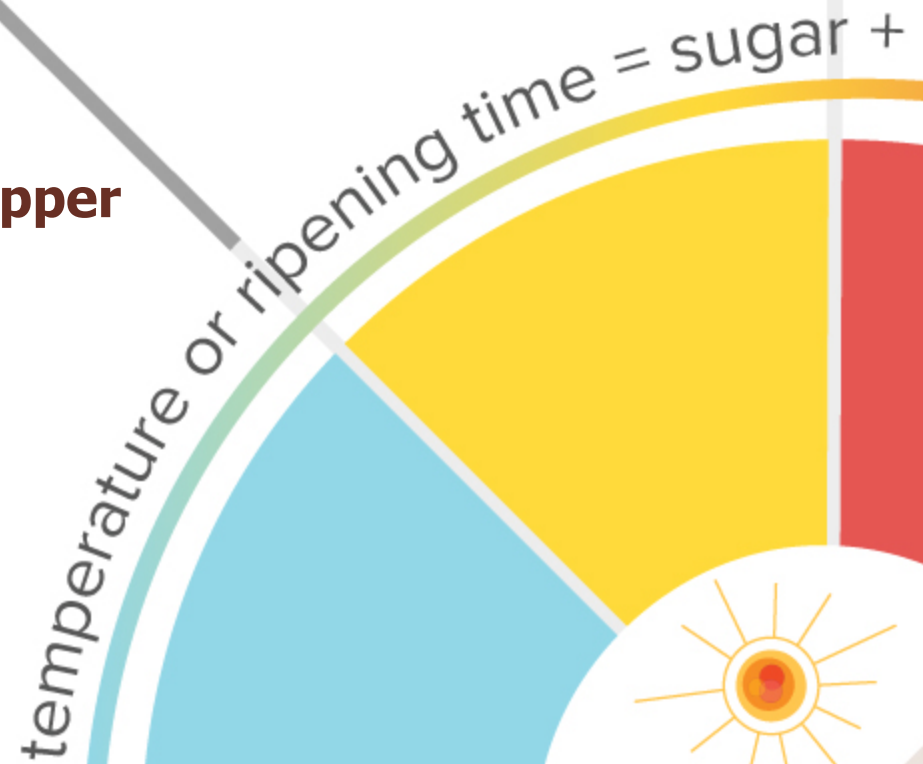
Green bell pepper

Red and blackcurrant

**Riper black currant
Black cherry
Herbs**

**Ripe black berry
rich cassis
ripe black cherry**

**Baking spices
vanilla
toast**





**Fermentation in neutral vessels or
oak casks**
color and tannin extraction

Oak aging is common

Varietal Wines popular
Blended wines popular



MATURITY

Cedar

Leather

Earth

Forest floor

Savory

Dried blackberry



CUSTOMER SPEAK

If they like....

- Deeply colored, intensely flavoured, concentrated full bodied red wines
- Distinctive blackberry, cassis fruits
- Great complexity
- Toasty oak spice
- Superb age-ability

...they will **LOVE** Napa Valley

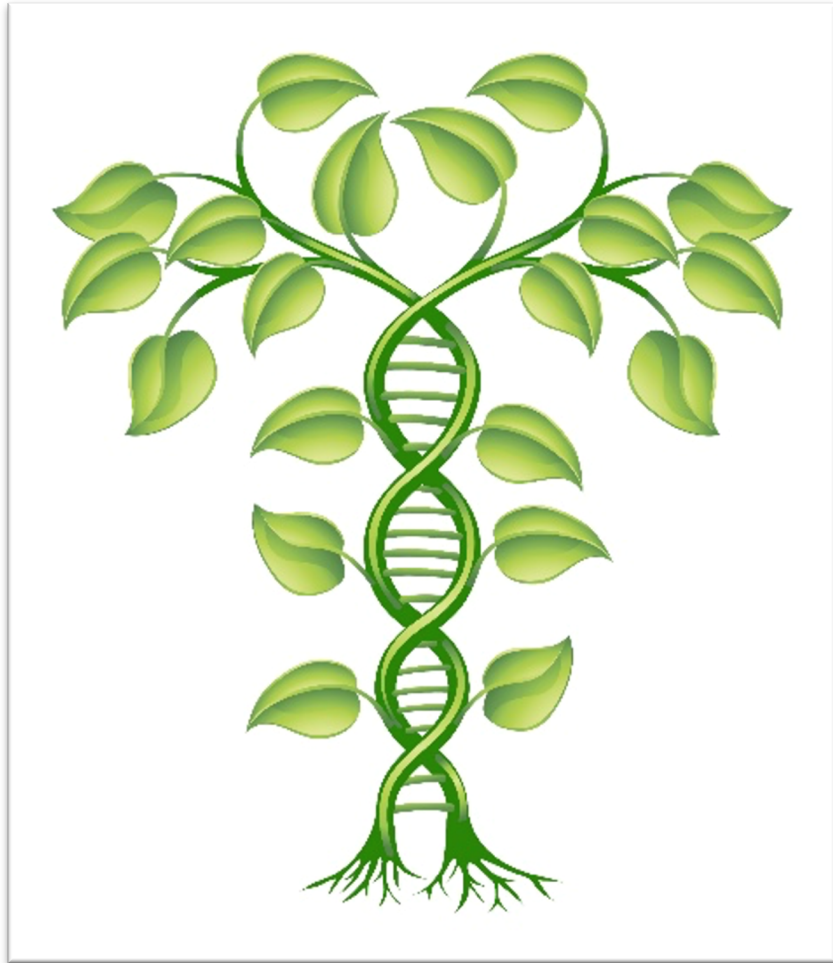
Cabernet Sauvignon

ZINFANDEL



Zin Quest

ZIN ORIGINS?

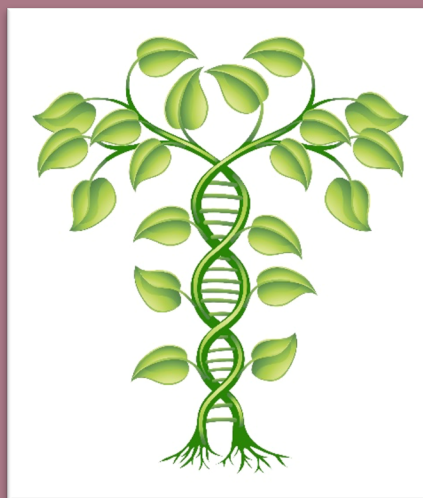
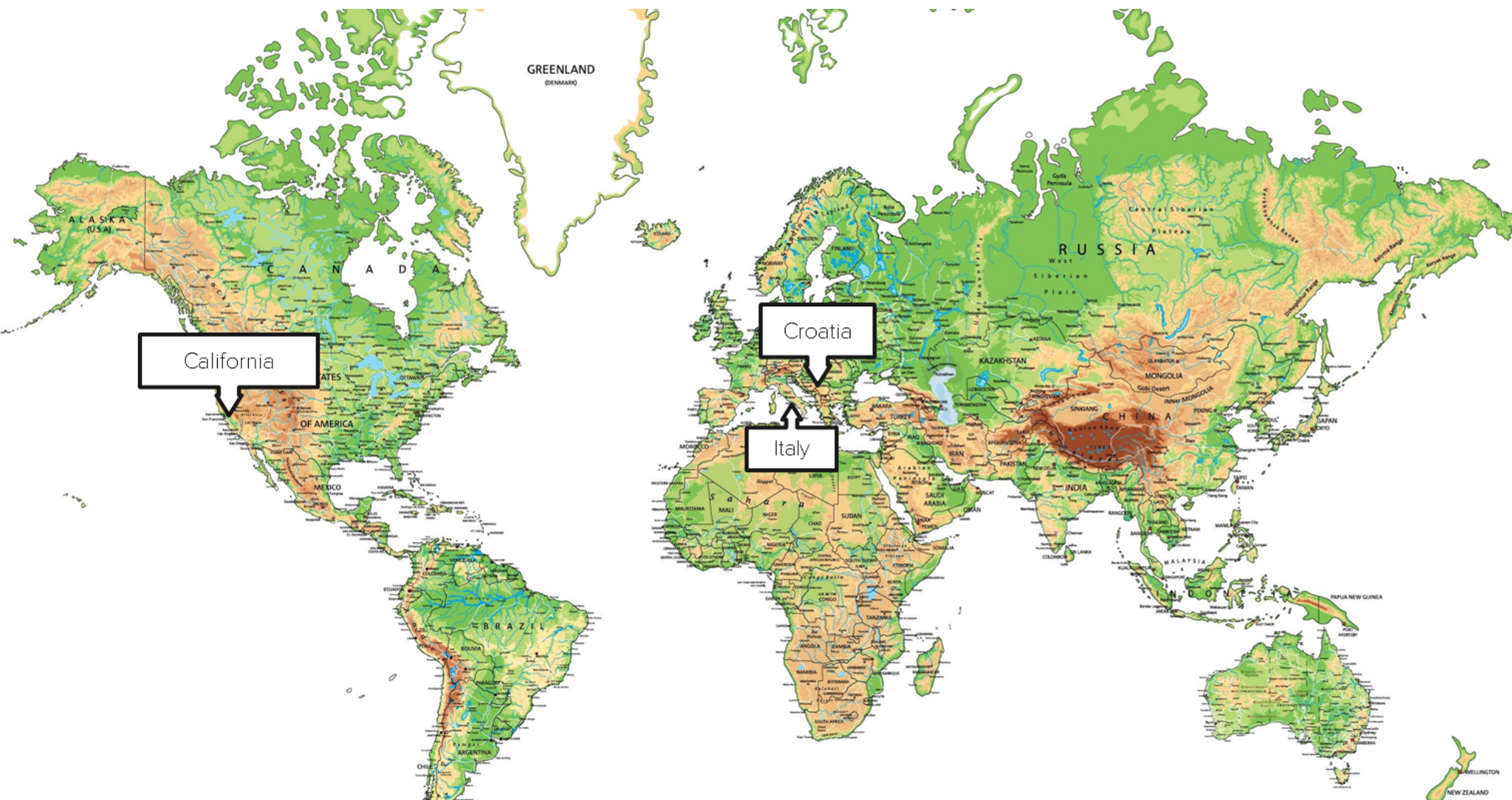


POP QUIZ

**WHERE IS
ZINFANDEL
ORIGINALLY
FROM?**

- A) ITALY
- B) AFRICA
- C) CROATIA

ZINFULLY CALIFORNIA



DNA profiling tells us whether a grape variety in California is the same as one found in Italy or ... even Croatia

THE RISE IN NAPA

Zinfandel

1850

JW OSBORNE PURCHASED FROM MA.

LATE 1800s – 1960S

Most popular red grape planted

1980s

CAB SAUV BECOMES KING
SOME OLD VINE ZIN SAVED FOR WHITE ZIN
TODAYS STYLE IS EVOLVING



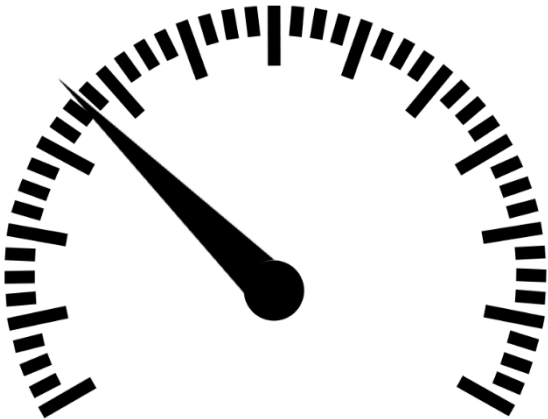
ZINFANDEL

'two dozen eggs
and
a black chicken, please'



ZINFANDEL IN THE VINEYARD

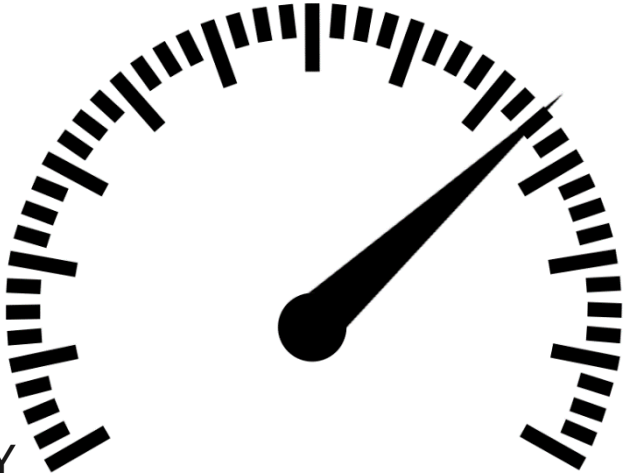
Budding



EARLY

LATE

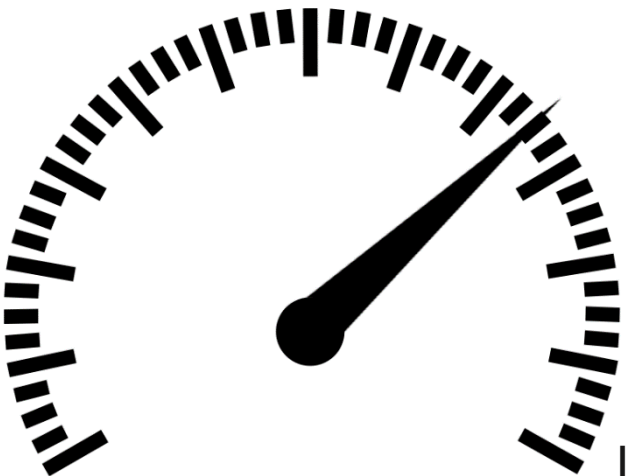
Ripener



EARLY

LATE

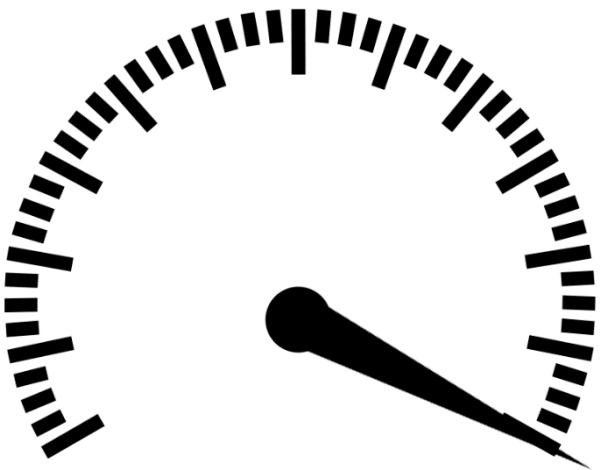
Cluster



SMALL

LARGE

Vigor



LOW

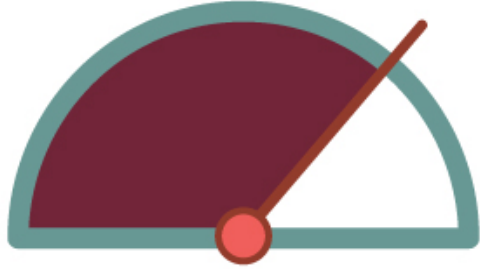
HIGH

The Napa Valley Appellation and its Sub-Appellations

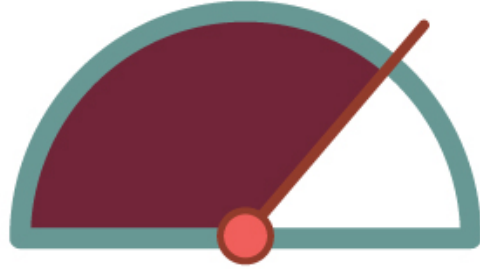
CALISTOGA 303

ST HELENA 259

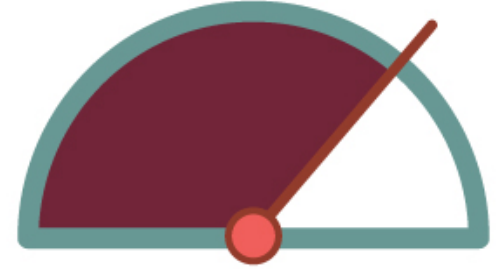




COLOR



BODY



TANNIN

Zinfandel

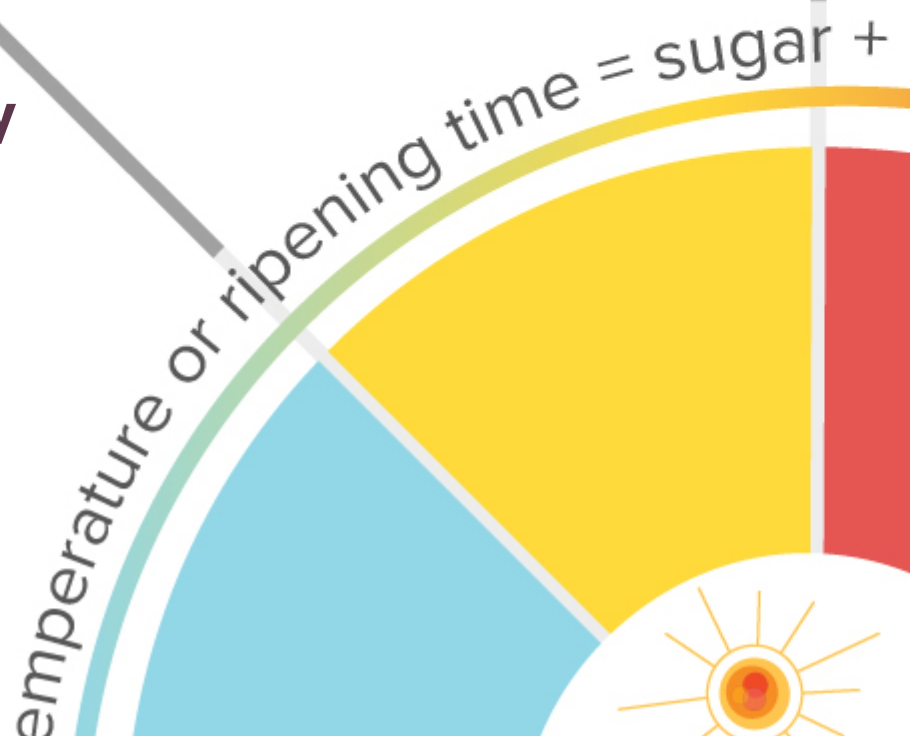
Zinfandel FLAVOR

Riper raspberry
Wild berry
Red and black plum

Spicy black pepper
Rich red and black fruits
Jammy

Tart raspberry
Wild berry

Vanilla
Clove
Nutmeg
Spice





**Fermentation in neutral vessels
or oak casks or barrels**

Color and tannin extraction

Oak aging is common

100% Zinfandel and
blends popular



CUSTOMER SPEAK

IF they LIKE....

- Spicy prune, red jam, ripe raspberry, cherry, wild berry flavors
- Rich, full bodied
- Generous tannins, alcohol
- oaky-toasty complexity

They WILL LOVE NAPA VALLEY
ZINFANDEL



CUSTOMER SPEAK

BUT IF they also LIKE....

- Raspberry, cherry, wild berry flavors
- Soft texture with medium tannins
- Medium to med plus body
- Subtle oak and spice complexity

They WILL *also* LOVE NAPA VALLEY
ZINFANDEL

VERY HONORABLE MENTION

CABERNET FRANC

- Parent of Cabernet Sauvignon
- Used in Bordeaux blends
- Varietal wines are cult
- Prized for aromatics
- Demands higher \$\$\$ per ton than any other NV grape varieties



CAB FRANC (UP)SETTING CAB SAUV

**Price per
Ton 2018***

**Price Per
Ton 2017***

**Price Per
Ton 2016***

\$8,505

\$7,871

\$7,144

Cabernet Franc FLAVOR

Raspberry
Cranberry
Cherry,
Red and Black Currant
Violet

Aromatic red & black berries
Violet floral

Bell pepper
Tart red fruits

Sweet spice

temperature or ripening time = sugar +



HONORABLE MENTIONS

SYRAH/SHIRAZ

- Deep, intense aromatics,
- Rich texture

- Hedonistic flavors: earthy, deep dark fruits; savory, peppery character



Least ripe

Most ripe

Syrah



FLAVOR

Black fruits
Savory

Ripe black fruit
Dark chocolate
Liquorice

Black fruit
Herbaceous
Black pepper

temperature or ripening time = sugar +







napa valley vintners

THANK YOU

NAPA VALLEY
WINE ACADEMY
America's Premier Wine School