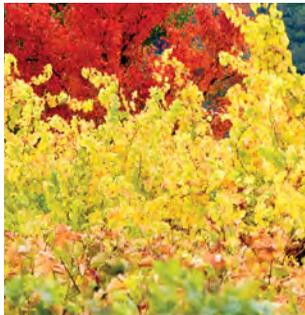




F A L L 2 0 1 5





A NOTE FROM ELTON ...

2015 has flown past in a flurry of travel, farming meetings, planting decisions, blending trials, label approvals and late nights with friends and aged cabernets. I had the pleasure of greeting and pouring (in large quantities) for nearly two hundred of you up on Howell Mountain at our Harvest Party. Truly, there's no place like Howell. Unfortunately, the small plume of smoke we spotted that day turned into the terrible Valley Fire, which bridged a 22-mile gap within 24 hours to arrive within 2 miles of our new vineyard on Summit Lake Drive. After a mandatory evacuation, we sweated bullets until a shift in winds and a welcome damp front moved in. Just like that, we were spared. Now it seems like a bad dream as we work with our community to support the people who have lost so much.

Rachel just left my office after our 100th argument over our complete lack of wine for the thirsty Craigheads surrounding us. We have sold out of Howell and Spring Mountain '12 cabernets before their release. Mount Veeder, gone. Diamond Mountain Cab, Black Sears Zin and Gap's Crown Chard—on the endangered species list.

2016 will be incredibly exciting as we reveal the product of our 2015 projects. We unveil a new label that features the embossed summit ridge of Howell Mountain on the front (you may have spotted it on our summer Rosé). Our first harvest from our new Howell Mountain vineyard is fermenting away, and the quality of the fruit is simply stunning. Affinity has been reinvented — becoming estate grown, old vine and cane pruned in the process.

As 2015 races to its conclusion I want to say THANK YOU from all of us here at Robert Craig Winery. Bob and Lynn are off enjoying the fruits of their labor. I'm cranking away at producing the best cabernets in the world with Stephen and Jason, while Rachel, Adam and Lori stay in contact with Craig fans. Kiersten pays the bills and Carlos farms it all. Come see us! I'll be in November and December, so shoot me an email. Here's to many carefree evenings with fine friends, family and cabernets as deep as the conversation.

Love and Peace,

Elton Slone, President/CEO/Partner



95
POINTS

“The 2012 Cabernet Sauvignon Howell Mountain comes from an elevation of nearly 2,300 feet and tiny yields of 1.8 tons of fruit per acre. From red, rocky volcanic soils, it is a spicy, rich wine with dark mountain fruits, a hint of graphite and white chocolate (or is it mocha?). This is full-bodied, magical stuff that should drink well for at least ten years.”

– Robert M. Parker,
Robert Parker's The Wine Advocate,
October 2014

92
POINTS

“The 2012 Cabernet Sauvignon Howell Mountain is a bit unusual for a Howell Mountain wine in that the flavor profile is distinctly savory and earthy, while the tannins are surprisingly friendly for a young wine. Tobacco, cedar, smoke, leather and earthy notes add nuance ...”

– Antonio Galloni,
VINOUS, December 2014

2012 HOWELL MOUNTAIN CABERNET SAUVIGNON

After an incredibly challenging 2011 season, Mother Nature decided to give Howell Mountain a break in 2012, delivering an entirely unremarkable vintage – except for the fact that it was spectacularly remarkable! The season was near-perfect – with ideal conditions at budbreak and fruit set, followed by a long, even, mild ripening season that brought out the very best Howell Mountain has to offer (and that IS saying something!).

Along the summit ridge of Howell Mountain at 2300', our 9.5-acre estate vineyard produced a meager 1.8 tons per acre, developing fruit with a rare power and expression of site. The tannin structure was off the charts – but they were supple and round, allowing a measure of grace in youth for such a long-lived wine. When poured out, the 2012 Howell Cab offers up a wild, bramble berry character, coupled with touches of warm red stone and spice. A classic year marked by tremendous structure. Unfortunately, this exceptional vintage is officially sold out upon release to our members – enjoy.

TECHNICAL NOTES

Blend: 90% Cabernet Sauvignon, 8% Merlot, 2% Petite Verdot
TA: 5.0g/L | pH: 3.87 | Alcohol: 14.5% | Cases produced: 930



95
POINTS

“[this release] comes from a vineyard at 2,000-foot elevation in rock-imbued volcanic soils. Deep ruby/purple, it has glorious notes of blueberry and black raspberry, a touch of graphite and spring flowers. The wine is a full-bodied, opulent and impressively made classic Spring Mountain Cabernet that should continue to drink well for 10-12 years.”

– Robert M. Parker,
Robert Parker’s The Wine Advocate,
October 2014

93
POINTS

“... opens with an exquisite bouquet of rose petal, pomegranate and incense. Exotic, intensely floral notes follow in a pretty, classy Cabernet Sauvignon loaded with personality. Dark red stone fruits, iron, mint and sweet spices are all layered into the super-expressive finish. Deceptively weightless, the 2012 delivers superb intensity and subtlety at the same time.”

– Antonio Galloni,
VINOUS, December 2014

2012 SPRING MOUNTAIN CABERNET SAUVIGNON

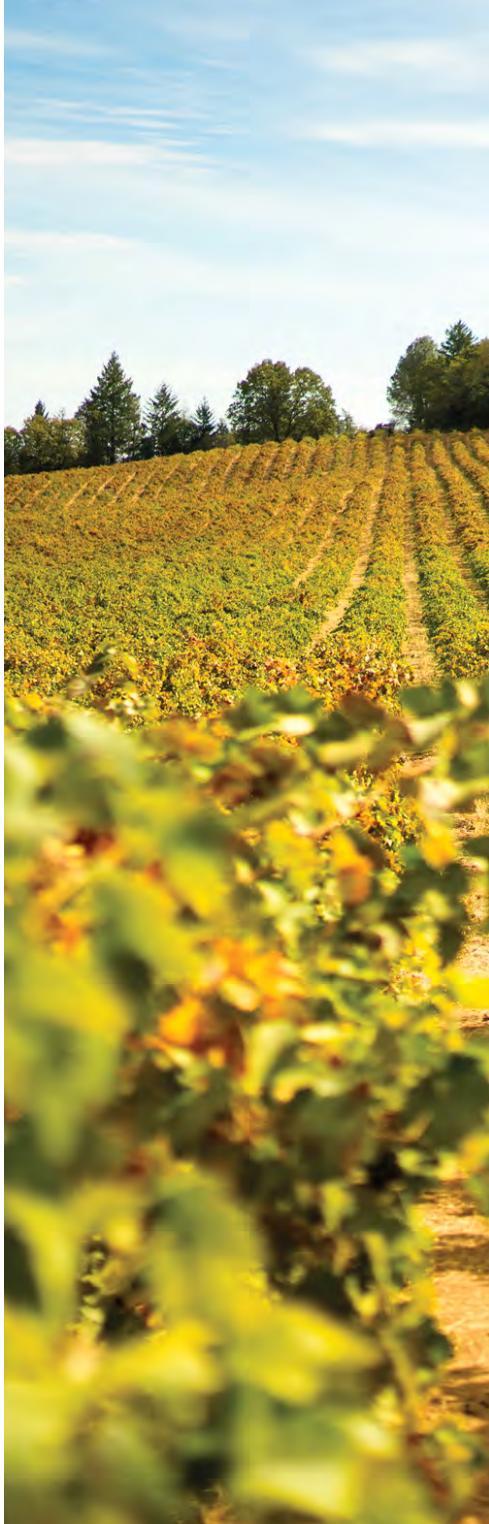
Each vintage, the Spring Mountain Cabernet Sauvignon is a precious gem in our portfolio. Of the scant 520 cases produced in 2012, every bottle is already allocated to a Craig Club member. Fruit for this gorgeous mountain Cabernet comes from Joan Crowley’s Spring Mountain Vineyard. This biodynamically-farmed jewel of a site rests on the summit ridge of Spring Mountain, just before the Sonoma County border. The site received nearly a third more annual rainfall than Howell Mountain.

After a challenging 2011, 2012 was spectacular on Spring Mountain. All the typical fruit character we see from this site – blueberry, blackberry, huckleberry and deep violet perfume – were amplified in this stand out vintage. In the glass, you’ll find a deeper, darker, richer embodiment of Spring Mountain, with a more opulent, rounder fruit and tannin profile.

Yet of all the Craig mountain Cabernets, Spring Mountain remains the most approachable upon release. If you enjoy the youthful vibrancy of Cabernet, the 2012 Spring Mountain can play a starring role on your holiday table. Patience will have its rewards, though; the wine will continue to develop in bottle for 5-10 years.

TECHNICAL NOTES

Blend: 100% Cabernet Sauvignon | TA: 5.9g/L | pH: 3.84
Alcohol: 15.04% | Cases produced: 520



2013 HOWELL MOUNTAIN BLACK SEARS VINEYARD ZINFANDEL

This gorgeous Zinfandel hails from Black Sears Vineyard – found (literally) a stone’s throw from our estate vineyard gate at the top of Howell Mountain. Black Sears has “King of the Mountain” bragging rights - topping out at 2400 feet, making it officially the highest vineyard on the mountain. For 25 years, winemakers have clamored for the Zinfandel grown here: both biodynamic and organic, the site is dry farmed and the vines pruned in the old world style with no trellising. Zinfandel thrives in the mountain’s well-drained, rocky volcanic soils and moderate climate.

After the extraordinary 2012 vintage, we were amazed to get another stunning vintage on Howell Mountain in 2013. Like the previous season, the vintage was remarkable in that it was fairly unremarkable – long, even and mild. The fruit developed at a snail’s pace over the summer and at harvest time, offered up beautifully ripened tannins and rich color without excessive sugar levels. This was another hallmark vintage from a prized vineyard.

The 2013 vintage gives impressive purity, structure and elegance – melding the power of mountain Zinfandel fruit with a light winemaking touch in the cellar. Our 2013 vintage release is a more powerful variation on a Howell Mountain, old vine theme. The wine is bursting with warm red stones, wild bramble fruits, and a dash of ground white pepper.

TECHNICAL NOTES

Blend: 78% Zinfandel, 22% Petit Sirah | TA: 5.6 g/L | pH: 3.71
Alcohol: 14.8% | Cases produced: 570



2015 HARVEST PARTY

Our annual Harvest Celebration at our Howell Mountain winery started with hot temperatures and hot licks from the boys in HowellDevine band. Some merciful cloud cover, chilled Gap's Crown Chardonnay and an afternoon breeze came to the rescue to keep everyone comfortable on top of Napa Valley that Saturday. Despite feeling like we had waaay too much fun the night before on the beautiful Jacobsen farm, Rachel and her crew rallied to have our best Howell Mountain event ever. The 2012 vintage mountain Cabernets were showing beautifully, and we are sold out for the first time before we even release the Howell Mountain. Lucky Cabernet Clubbers. It was great to catch up with many long time Craigers in attendance as well as see the wonderment in the faces of those seeing the property for the first time. Truly, there's no place like Howell!



UPCOMING EVENTS

NOVEMBER 5

JOIN ELTON FOR DINNER @ THE ARIZONA BILTMORE - PHOENIX, AZ

DECEMBER 4

HOLIDAY PARTY @ BAR CRAIG

DECEMBER 15

HOLIDAY GIFT PACK SHIPPING DEADLINE

JANUARY 19

"DIAMONDS ARE FOREVER" RELEASE

JANUARY 31

LMU WINE CLASSIC @ LOYOLA MARYMOUNT UNIVERSITY – LOS ANGELES CA

FEBRUARY 13

VALENTINES DINNER @ TBD

Visit www.robertcraigwinery.com for more details



CRAIG *for the* HOLIDAYS

The Craig will offer a variety of fabulous holiday wine gift sets – perfect for all the wine lovers on your list! We're putting the finishing touches on them now ... look for more information by email in early November. Call 707.252.2250 x2 or email rachel@robertcraigwine.com to make sure you're on The Craig email list!



WINE LIST

FALL RELEASE WINES

2012 Howell Mountain Cabernet Sauvignon	\$90 (SOLD OUT)
2012 Spring Mountain Cabernet Sauvignon	\$80 (SOLD OUT)
2013 Howell Mountain Zinfandel (à la Mode members)	\$55

CURRENT RELEASES

2012 Diamond Mountain Cabernet Sauvignon	\$85 (LAST 22 CASES)
2012 Mount Veeder Cabernet Sauvignon	\$80 (SOLD OUT)
2012 Affinity Cabernet Sauvignon	\$55
2014 La Fleur Rosé	\$24 (LAST 12 CASES)
2013 Gap's Crown Chardonnay	\$50
2013 Mount George Cuvée	\$35

375ML BOTTLES

2012 Affinity Cabernet Sauvignon	\$28
----------------------------------	------

MAGNUMS

2012 Howell Mountain Cabernet Sauvignon	\$200 (LAST 4 CASES)
2012 Diamond Mountain Cabernet Sauvignon	\$190 (LAST 3 CASES)
2012 Spring Mountain Cabernet Sauvignon	\$180 (LAST 4 CASES)
2012 Mount Veeder Cabernet Sauvignon	\$180 (LAST 6 CASES)
2012 Affinity Cabernet Sauvignon	\$135
2013 Gap's Crown Chardonnay	\$115

3 LITERS

2012 Howell Mountain Cabernet Sauvignon	\$450 (4 LEFT)
2012 Spring Mountain Cabernet Sauvignon	\$425 (7 LEFT)
2012 Affinity Cabernet Sauvignon	\$350 (6 LEFT)

MEMBERS-ONLY DISCOUNTS

12-Bottle Members	20% off
6-Bottle Members	15% off
3-Bottle and à la Mode members	10% off

To inquire about membership, or to upgrade your membership level, please contact us directly at (707) 252-2250 ext. 2.

HOW TO ORDER: Visit our online wine shop at www.robertcraigwinery.com
 Stop by our Napa Valley Tasting Salon: 625 Imperial Way, Napa, California
 Contact us by phone at 707.252.2250 ext.1, or email rachel@robertcraigwine.com.



VISIT OUR DOWNTOWN NAPA TASTING SALON

Tastings available by
 appointment at Bar Craig
 Mon-Sat 10am – 4pm
 Sun 11am – 4pm
 Call 707.252.2252 ext.1
 or email
lori@robertcraigwine.com

Tasting Fee \$25 pp
 Complimentary for
 Cabernet Club members.



www.robertcraigwinery.com





625 Imperial Way, Suite One
Napá, California 94559

robertcraigwinery.com

FALL NEWSLETTER 2015

FIRST CLASS
US POSTAGE
PAID