



**THIRTEEN**  
APPELLATIONS LLC

A blend of grapes from each AVA of the Napa Valley



## THIRTEEN APPELLATIONS

From “what if” to “wow”

As with many  
ventures,  
THIRTEEN  
began over  
beers. “What  
does a Napa  
Valley wine  
taste like?”

asked one friend. “Is  
there a defining Napa style?”  
asked another. “What if,” wondered  
the third, “we blended grapes from  
each of Napa’s 13 sub-appellations?  
What would that taste like?”

After considerable wrangling, the  
friends got the grapes and put the  
juice into barrels. This was no small  
feat, mind you, as they had their  
hearts set on the best vineyards in  
each AVA. Actually, the best blocks  
in the best vineyards in each AVA.  
Oh, and they wanted to drop fruit  
from time to time. And, well, you can  
see where this was going . . .

THIRTEEN APPELLATIONS has  
been something of a contrarian’s wine  
from the beginning. Until now,  
there had not been a single wine  
that attempted to define Napa  
Valley as a whole. It is, after all,  
a daunting task to collect grapes  
from every soil type, every  
microclimate, every terroir. And  
really, that’s not the trend these  
days, with everyone trying to  
have their wine express  
increasingly smaller  
plots of land.

The idea behind  
THIRTEEN is that,  
while the parts are  
great, their sum is  
greater. If you think of  
Napa Valley as a series  
of neighborhoods  
(Howell Mountain,  
Rutherford, etc.),  
each one struggling  
to promote its  
own identity, then  
THIRTEEN is the  
town they all belong  
to. It is the one wine

with the most connections to Napa  
Valley. It’s a bold idea, a wacky idea,  
a technological tour de force.  
So how does it taste? (Here’s  
the “wow” part.) Well, rather  
than toot our own horn, we’ll  
simply quote The Bounty  
Hunter, a merchant that Wine &  
Spirits Magazine calls “cult wine  
central.”

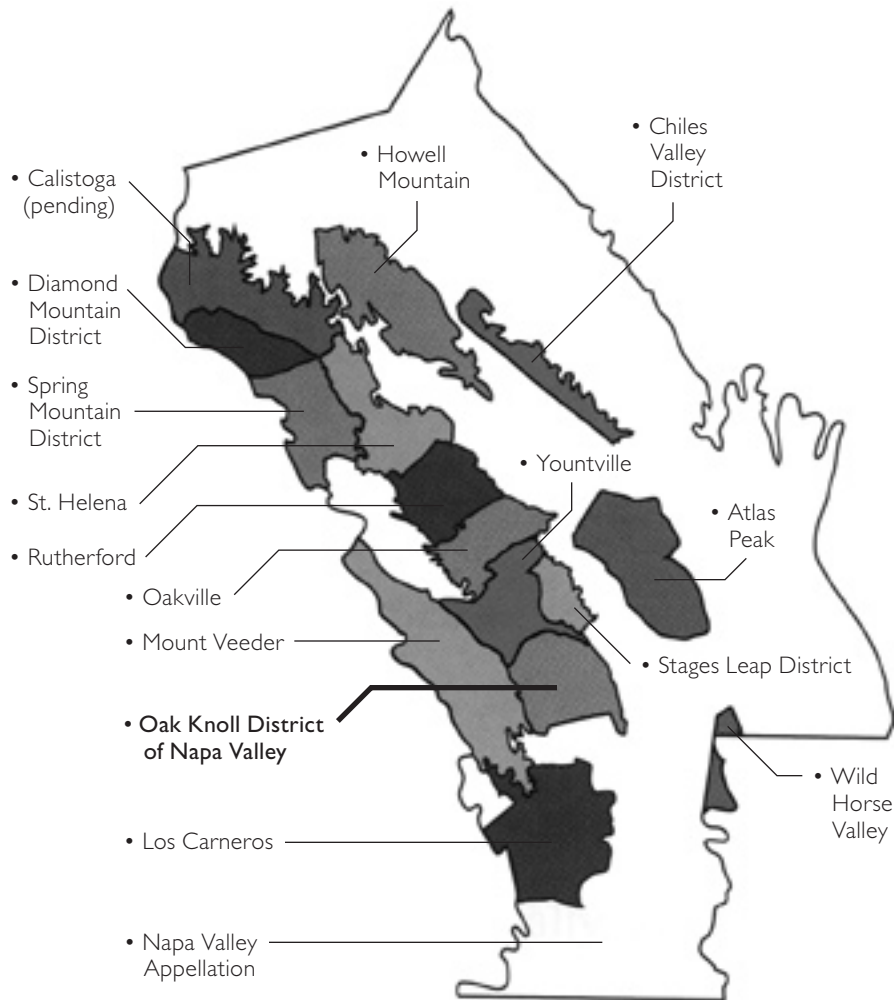
“One of the most decadent  
and compelling red  
blends we’ve  
encountered in  
recent memory . . .  
a runaway hit with  
anyone lucky enough  
to have tasted it.”

Now the bad news.  
THIRTEEN is a strictly  
limited-production  
wine. Only 900-odd  
cases are produced  
each year. That’s  
because, by decree,  
we take only one ton  
of fruit from each AVA.  
What to do? HINT:  
(866) 484-4783.



# OAK KNOLL

Napa's 14th AVA



In April of 2004, Oak Knoll became Napa Valley's 14th sub-appellation, continuing a trend seen in every grape-growing region of the United States.

The Oak Knoll District of Napa Valley (its formal name) is comprised of 8,300 acres, of which 3,500 are planted to 14 varieties, mostly Merlot, Chardonnay and Cabernet Sauvignon. While there are 16 bonded wineries within its boundaries, more than 40 wineries source fruit from it. Among them, Opus One, Joseph Phelps, and now, of course, THIRTEEN.

The creation of a brand new American Viticultural Area (AVA) might seem to have more to do with marketing than merit. But the truth is, wines from Oak Knoll have more in common with each other than with wines from anywhere else. What that is exactly, is

hard to pin down. And therein lies the elusiveness of terroir. Why does a Cabernet Sauvignon from one plot of land taste consistently different from another one grown a few hundred yards away? When everything else is accounted for—rootstock, clonal selection, vine and row spacing, trellising, canopy management, disease control, irrigation, fertilization and winemaking—what explains the difference one tastes?

In a word, soil. Soil is what makes wines distinctive. Soil is what takes wine beyond fruit. Soil is what wine geeks mean when they speak of wines having a sense of place.

All of which brings us back to THIRTEEN. As Napa Valley continues to evolve—to discover itself—so, too, will our wine. Because it is not the hand that makes the wine, it's the land. And the brand follows the land.



## THE PARTNERS

Four vintners. One vision.



THIRTEEN APPELLATIONS is dedicated to the memory of **Mike Seitz** (1968-2003) who had the inspiration for the wine and the resolve to make it happen.

### Oscar Renteria

RENTERIA WINES

In addition to producing Cabernet and Pinot Noir under his own label, Oscar runs one of the most respected and successful vineyard management companies in Napa Valley. With over 1,400 acres under management, Oscar knows precisely where the best fruit is because, more often than not, he's the one growing it. Oscar's clients include Caymus, Rombauer, Duckhorn and, of course, THIRTEEN APPELLATIONS.

### Steve Reynolds

REYNOLDS FAMILY WINERY

Steve is something of a mad scientist when it comes to winemaking. His far-ranging experiments have yielded not only a broad line of Pinot Noirs and Cabernets under his own Reynolds Family label, but also a sparkling wine, a dessert wine and several Rhone varietals under the Naughty Cellars brand, which he runs with Oscar. Steve believes white zinfandel will make a comeback.

### Kristi Seitz

BROOKDALE VINEYARDS

Kristi is too modest to say so, but THIRTEEN was her late husband Mike's idea. Mike was an accomplished viticulturist and an ambitious businessman. Together, he and Kristi founded Brookdale Vineyards, whose first harvest was in 2000. In driving the winery forward to greater acclaim and prominence, Kristi has sustained the dream (and Mike's indomitable spirit) for herself and her son, Charlie.

### Sean Thomas

THOMAS KNOLL

Sean and his wife Sandy moved to Napa Valley 20 years ago from Berkeley, with the goal of raising their children in the country and teaching them proper values. The family now runs a small winery, Thomas Knoll, drawing fruit from their estate and across the Valley to produce some of the finest Cabernet around. Sean is thrilled to have Steve Reynolds as his winemaker.



**THIRTEEN**  
APPELLATIONS LLC

## FOURTEEN

2004 Napa Valley  
Meritage

<b>Composition</b>	57% Cabernet Sauvignon, 26% Merlot, 9% Petit Verdot, 8% Cabernet Franc
<b>Harvest Dates</b>	September 13 – October 18
<b>Brix at Harvest</b>	25.1 – 26.8
<b>Finished pH</b>	3.75
<b>TA</b>	0.64g / 100ml
<b>Alcohol</b>	14.7%
<b>Cooperage</b>	90% French, 10% American (60% new, 40% neutral)
<b>Production</b>	900 cases
<b>Release Date</b>	December 2, 2006

**Tasting Notes** "I would say this is the best year we have produced to date. Almost every lot produced was outstanding, and with restraint, we chose the ones that were best of the best for our final blend. Every appellation made it into the bottle to be true to our story and the concept, however, the final recipe is under lock and key to protect our growers' egos! The 2004 vintage was wonderful to make wine from and winemakers could make the call for ripeness; this coupled with a few years of experience under our belt will make 2004 FOURTEEN a huge treat. I find this to be the most deeply concentrated wine we have released showing true hillside character with the correct balance of bright fruit and acidity . . . this may be the wine that tempts me back from my current Margarita habit."

~ Steve Reynolds, Winemaker

