

2003 Napa Valley Meritage

Varietal Composition	75% Cabernet Sauvignon 13% Merlot 8% Petit Verdot 5% Cabernet Franc
Harvest Dates	September 23 – October 28
Brix at Harvest	24.6° – 26.7°
Finished pH	3.68
TA	0.65g/100ml
Alcohol	14.70%
Cooperage	90% French, 10% American 60% new, 40% neutral
Production	913 cases
Release Date	13 November 2005
Suggested Retail:	\$115
Growing Season	The grapes came in fast due to a warm spell in the late summer. There was slight dehydration in most vineyards, which caused flavors to concentrate; leaving us with fruit that was dense, rich and complex.
Tasting Notes	“The wine is powerful in its texture with the same rich fruit-forward character as the 2002 release. The hillside depth and the valley jam are very much alive in this one!” ~ Steve Reynolds <i>Winemaker</i>



THIRTEEN

A blend of grapes from
each of Napa's 13 AVAs

THIRTEEN

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 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, what 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.



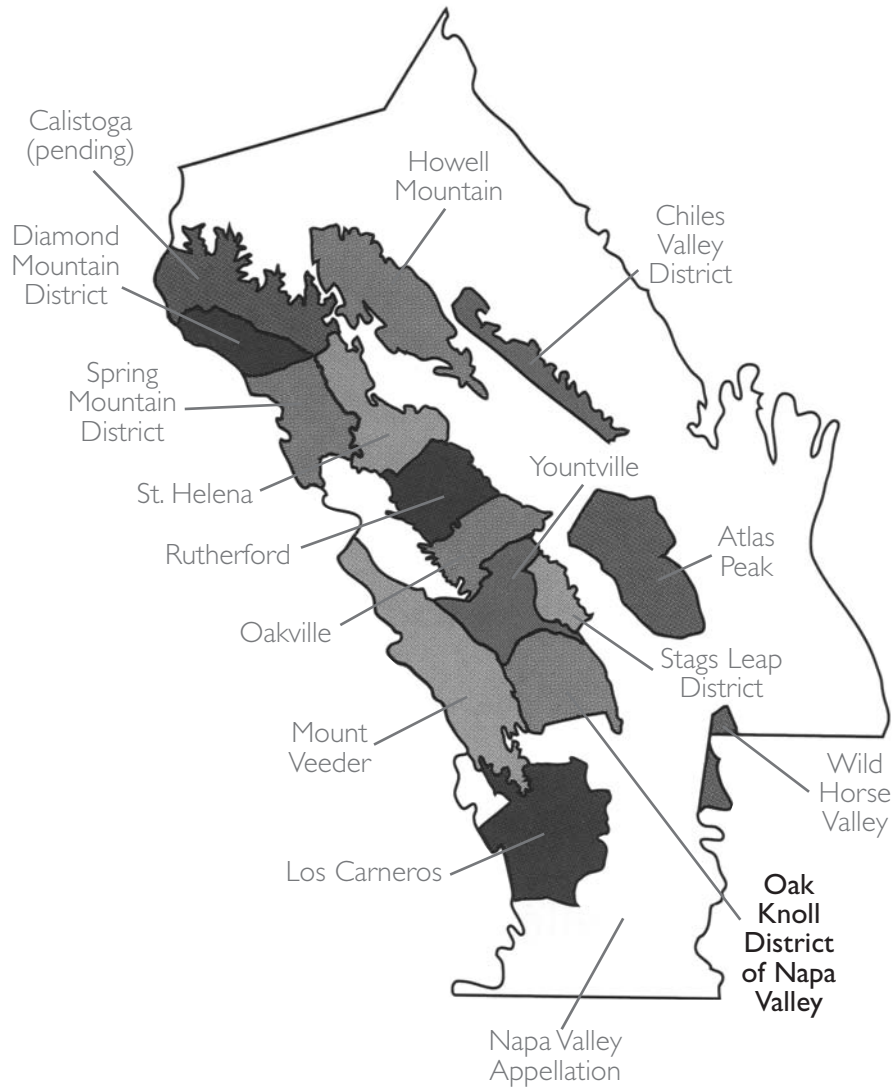
It’s a bold idea, a wacky idea, a technological tour de force. So how does it taste? (Here’s the “wow” part.) Well, rather than toot our own horn, we’ll simply quote The Bounty Hunter, a merchant that Wine & Spirits Magazine calls “cult wine central.”

“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) 4-THIRTEEN.

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.



Oscar Renteria
RENERIA 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 Rombauer Vineyards, Williams Selyem and, of course, THIRTEEN.

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