



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



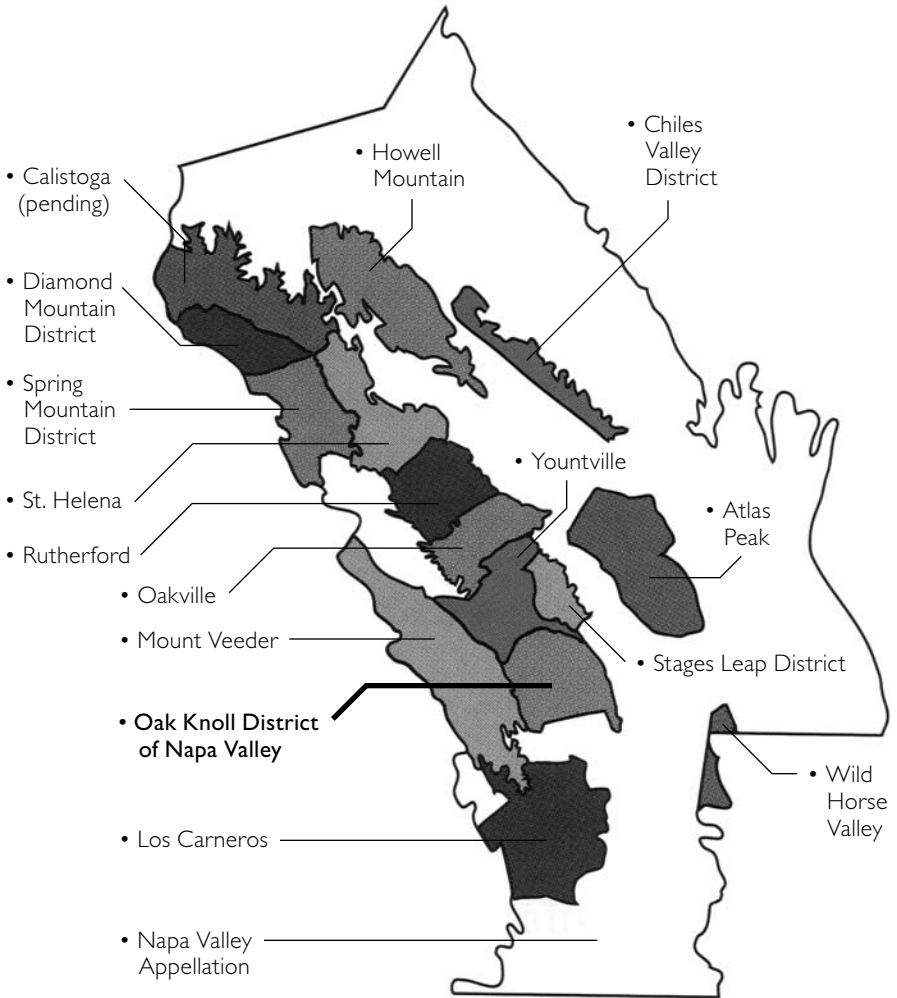
with the most connections to Napa Valley. It's a bold idea, a wacky idea, a technological tour de force. So how does it taste? (Here's the "wow" part.) Well, rather than toot our own horn, we'll simply quote The Bounty Hunter, a merchant that Wine & Spirits Magazine calls "cult wine central."

"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.



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.

 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.



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.



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FOURTEEN

2005 Napa Valley
Meritage

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| Composition | 60% Cabernet Sauvignon, 19% Merlot, 15% Petit Verdot, 4% Cabernet Franc, 2% Malbec (2006) |
| Harvest Dates | October 5 – November 7 |
| Brix at Harvest | 25.5 – 27.0 |
| Finished pH | 3.66 |
| TA | 0.65g / 100ml |
| Alcohol | 14.6% |
| Cooperage | 98% French, 2% American (34% new, 51% neutral, 15% stavin) |
| Production | 2019 6-packs |
| Release Date | February 22, 2008 |

Tasting Notes It's the sum of the parts: the parts are great, but the sum is even better. That's the concept behind FOURTEEN, a blend of grapes from each AVA of the Napa Valley. We harvested approximately one ton of fruit from each of Napa's 14 sub-appellations. The resulting blend is one of the most decadent and compelling wines you can own.

The 2005 harvest ended up to be one of the best on record, full of ripeness and lots of it! Growers and winemakers could actually smile and be cordial over coffee during the season which is rare. There was a unique balance in the flavor to acid profile that is not found but every several years, which made for fun winemaking even if there was 40% more to make. The entire valley, including all the sub-appellations benefited from Mother Nature's gift. The wine is robust with a heavier mid-palate and should prove to be a crowd pleaser for sure!

~ Steve Reynolds, Winemaker