

An unlikely business alliance between two prestigious San Francisco families has produced an emerging Napa Valley winery that has garnered numerous critical accolades since its inception in 1995.

It all began in 1992 when Gordon Getty (of Getty Oil and Getty Museum fame) decided to cast his lot with then youthful Gavin Newsome and open a small wine shop at the corners of Fillmore and Greenwich in San Francisco's storied Marina District.

Getty's main passions in life were music and wine, but not necessarily in that order. The initial shop flourished and three years later the fledgling company purchased an incredible property in Oakville (the highly respected former Villa Mt. Eden Winery) and named it after the wine store that had already been called PlumpJack.

It seems that the artistic Gordon Getty had once written an opera fashioned after the Shakespearian character Jack Falstaff that he called PlumpJack. The name carried certain panache and the winery name soon followed its retail counterpart. At the time, no one envisioned this to be the foundation of a youthful, dynamic company—a business that today lists four restaurants, two wine shops, two clothing stores, a small hotel and a trendy club, along with the aforementioned PlumpJack Winery, in its highly visible portfolio. It also interesting that several of the businesses carry the PlumpJack nametag or a derivative thereof.

What's more, Gavin Newsome is currently the leading candidate for San Francisco's upcoming (in November) mayoralty election, no mean feat for the persuasive and personable 35-year old. Should Newsome win and, if he is able to transfer some of his effective business practices to San Francisco, it could be solidly argued that the city will be in for some productive if not totally imaginative times ahead.

PlumpJack Winery's persona embodies the feeling and spirit of its owners and staff. From the marvelous artistic flair that Gordon Getty has provided from its inception to Gavin Newsome's keen sense of business discipline, it is immediately evident that PlumpJack and its incredible wines are an amazing reality in today's competitive wine industry. It is also a given fact that Getty and Newsome have provided the

winery with effective leadership and a style of management that is both confident and highly qualified.

Starting with its original release of less than 1,500 cases in 1995, the winery has grown steadily until it has reached its present capacity of just under 12,000 cases.

"We are where we want to be," remarked PlumpJack General Manager John Conover. "First, we have reached our winery permit's level and, secondly, they aren't building any more Oakville."

Facetiousness aside, PlumpJack Winery literally sits among the true giants of Napa Valley. Its neighbors include Screaming Eagle and Dalle Valle, modern icons whose wines usually sell for hundreds of dollars per bottle.

"We have also tried to offer tremendous value and service," Conover added proudly. "In our restaurants, we offer our wines at retail price plus one dollar (in deference to many restaurants that mark up 200-300%). We also stick to our core values. We want our customers to be greeted by people with great enthusiasm and passion for what they are doing. We even give our staff at the winery an award for failure."

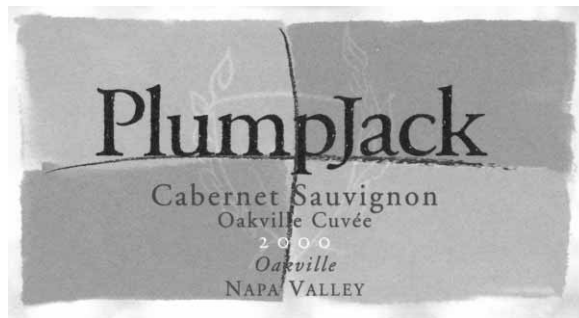
Failure?

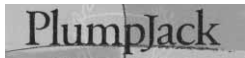
"Yes," Conover affirmed. "We firmly believe that you must first fail before you can ultimately succeed. In the end, it's the person's success that we care about and our employees have embraced the concept."

Interestingly, the words and resolution involved seem quite natural when taken in context with PlumpJack Winery. The company is a fresh, hip, dynamic entity with loads of youthful energy oozing from every portal.

PlumpJack turned every head in the wine world nearly three years ago when they unveiled a screw top bottle for half the bottles it produced of its prized \$135 1997 Cabernet Sauvignon Reserve. Even though the decision involved cork integrity (an alarming 10% of *all* wines are considered "corked" or undrinkable when opened), the move raised eyebrows both in this country and abroad.

PlumpJack's owners fully supported the move and, the fact is, PlumpJack makes some great wines that are always in high demand. Because of this fact we know you will enjoy this month's Platinum selection from PlumpJack. A good many wine industry insiders feel it would be uncool to think anything else.





Dear Platinum Series Members,

PlumpJack Winery is a relatively young winery with our inaugural release of 1995 PlumpJack Estate Cabernet Sauvignon released in the spring of 1998. Our winery and 53 acre estate vineyard is located on the eastern side of the Napa Valley, nestled up against the Vaca mountain range. PlumpJack Winery's production is primarily Cabernet Sauvignon along with small quantities of Chardonnay, Merlot and Syrah.

PlumpJack Winery is proud to present you with our 2000 PlumpJack Oakville Cuvee Cabernet Sauvignon, produced from prized Oakville, Napa Valley Appellation Cabernet Sauvignon. This wine is a blend of Cabernet Sauvignon from two vineyards: Vineyard X, located just to the North of Dominus Estate, and Tok-A-Lon Vineyard, adjacent to the Robert Mondavi Winery in Oakville. Grapes from these two vineyards contribute synergistically when blended, creating a wine of unique balance and character. Vineyard X has great structure and tannins, contributing to the wine's backbone, and Tok-a-Lon provides the rich soft mouth coating mid-palate and finish— truly a complete wine.

The 2000 Oakville Cuvee is typical of the vintage, eminently drinkable upon release, but able to cellar easily for 5 -10 years. We like to think of this wine as a real crowd pleaser. Aromas of chocolate black cherry, cardamom and leather jump out of the glass. On the palate, the wine shows a restrained elegance with hints of cherry, pipe tobacco, chocolate, mint and sage. We encourage you, if you have the patience, to uncork and decant before serving to allow the wine to open, displaying its complexity of flavors and aromas before enjoying.

Wishing you the best and many years of enjoying this fine wine.

John Conover
General Manager
PlumpJack Winery

60 Barrels Produced

In the proverbial wine-world, PlumpJack is what is known as a *cult-winery*, with their wines quickly scooped up at \$130.00 per bottle upon release. Some of you may recall that they set the wine-industry on its ear by bottling their top-end wine with screw-tops to eliminate any chance for cork-taint. The 2000 PlumpJack Cabernet Sauvignon Oakville Cuvee is the inaugural release of their newest Cabernet Sauvignon. It is available only through the winery, through the *Platinum Series* and a few select restaurants where it sells for up to \$20.00 by the glass. This classic Cabernet has aromas of chocolate, black cherry lavender and currants that jump out of the glass. On the palate are deeply fruited flavors with hints of cherry, chocolate, mint and sage. This is a 100% Cabernet blend from two prestigious Oakville vineyards, Tok-a-lon and Vineyard X. While it is very enjoyable now, it will only get better over the next 8 to 10 years.

We've been working at and waiting for our allocation for five years to bring you a rarely available PlumpJack Cabernet Sauvignon. This is top-quality Oakville Appellation Cabernet at a fabulous price. The **PlumpJack Winery, 2000 Cabernet Sauvignon, Oakville Cuvee** retails at the winery for \$44.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

Half-Case-\$40.00 /bottle (\$240.00)
Full-Case-\$38.00 /bottle (\$456.00)

Call: 1-800-266-8888
Fax: 1-800-266-8889
E-mail: orders@goldmedalwine.com
Web Site: www.goldmedalwine.com