



Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

Appellations | Napa Valley

It has been aptly referred to as the United Nations of the Napa Valley wine industry, and with certain good reason. Simply called *Appellations*, this winery takes a unique approach to presenting a product that in concept, is more than a single wine, and more than just a single entity. In a word, *Appellations* is nearly all encompassing.

Appellations began as a concept in 2002, when noted winemaker Steve Reynolds (Reynolds Family Winery) and several area friends/vintners came together with an idea that involved gathering grapes from all of the thirteen existing appellations within Napa Valley and then blending the grapes into a single wine - a wine that would represent the entire Valley.

"You can't really taste the lines on a map," said Steve Reynolds, looking back. "We figured, why not take the best parts of the Valley - wherever they may be - and see if the sum is even greater."

The friends used their connections to wrangle fruit from every AVA - Oakville, Rutherford, St. Helena...Spring, Diamond and Howell Mountain...all thirteen appellations. "It was actually amazing to see how the growers accepted the concept of *Appellations*," remarked Kristi Seitz, one of the original partners. "Everyone we contacted wanted to be represented. Many said they couldn't believe it had never been done before. It was quite exciting for everyone involved."

The partners vinified each lot separately and when they put together the final blend, they called the wine *Thirteen Appellations*. "It had the structure you find in the hillsides and the acid balance you get from the cooler regions," recalled Steve Reynolds. "It was rich on the palate but not at all jammy. We'd found the sweet spot."

The first production was from the 2002 harvest, and a grand total of just about 100 cases were made. Needless to say, this first bottling was met with critical acclaim and was quickly sold out. "We limit ourselves to the one ton (per appellation) and then have the luxury of cherry picking. Some of the best wines in the world come from the same vineyards."

Fast forward to 2004, and a fourteenth AVA was added (Oak Knoll) and the name changed to *Fourteen Appellations*. In 2006, a fifteenth arrived

(Calistoga) and the name changed again; and finally in 2012, the name changed once again with the addition of Coombsville.

Along the way, the prestigious *Appellations* wines had created an unlikely following: collectors who regularly paid top dollar for the Valley's best vineyard-designated wines, but who were savvy enough to understand the benefits of blending. One of those collectors, Mike Martin, decided this was a brand that deserved a bigger stage, so he acquired the winery from Steve Reynolds and his partners in 2014.

Formerly from McAllen, Texas in the state's wondrous Rio Grande Valley, Mike Martin and his family still consider themselves farmers, but their penchant for making world-class wines have turned numerous heads among the Napa Valley wine industry. The Martins had always been passionate about wine and had made their Texas farmland into one of the state's finest produce farms that covered more than seven thousand acres. "We knew we were good farmers, and we wanted to get into the winery business," informed Taylor Martin, Mike Martin's son and now the general manager of the *Appellations* brand. "The only question was where to locate our operation."

After acquiring the *Appellations* series of wines, the Martins were searching for a Coombsville vineyard, and happened upon a special property on the eastern edge of the Vaca Mountains (specifically located within the Coombsville AVA). It was exactly what the Martins were looking for, and after some rehabilitating, it became the home for both *Appellations* and the family's next winery project: *Italics Winegrowers*, a high-end, well-respected winery in Napa Valley.

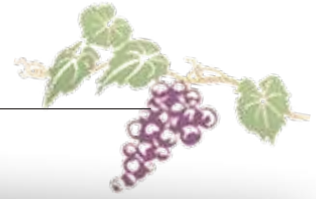
Today, the *Appellations* wines live within the *Italics Winegrowers* portfolio as an important expression of the Martin family's mission: to highlight places that truly have something to say.

The Martins' winery itself is truly something to behold. Included is a 16,000 square foot cave that holds the company's barrel aging facility, as well as a tasting room that greets the growing number of devotees.

We are proud to feature the latest release from the distinguished *Appellations* series of wines to our *Platinum Wine Club* members. Cheers!



Appellations | 2013 Sixteen Appellations, Napa Valley



**91 POINTS +
GOLD MEDAL**

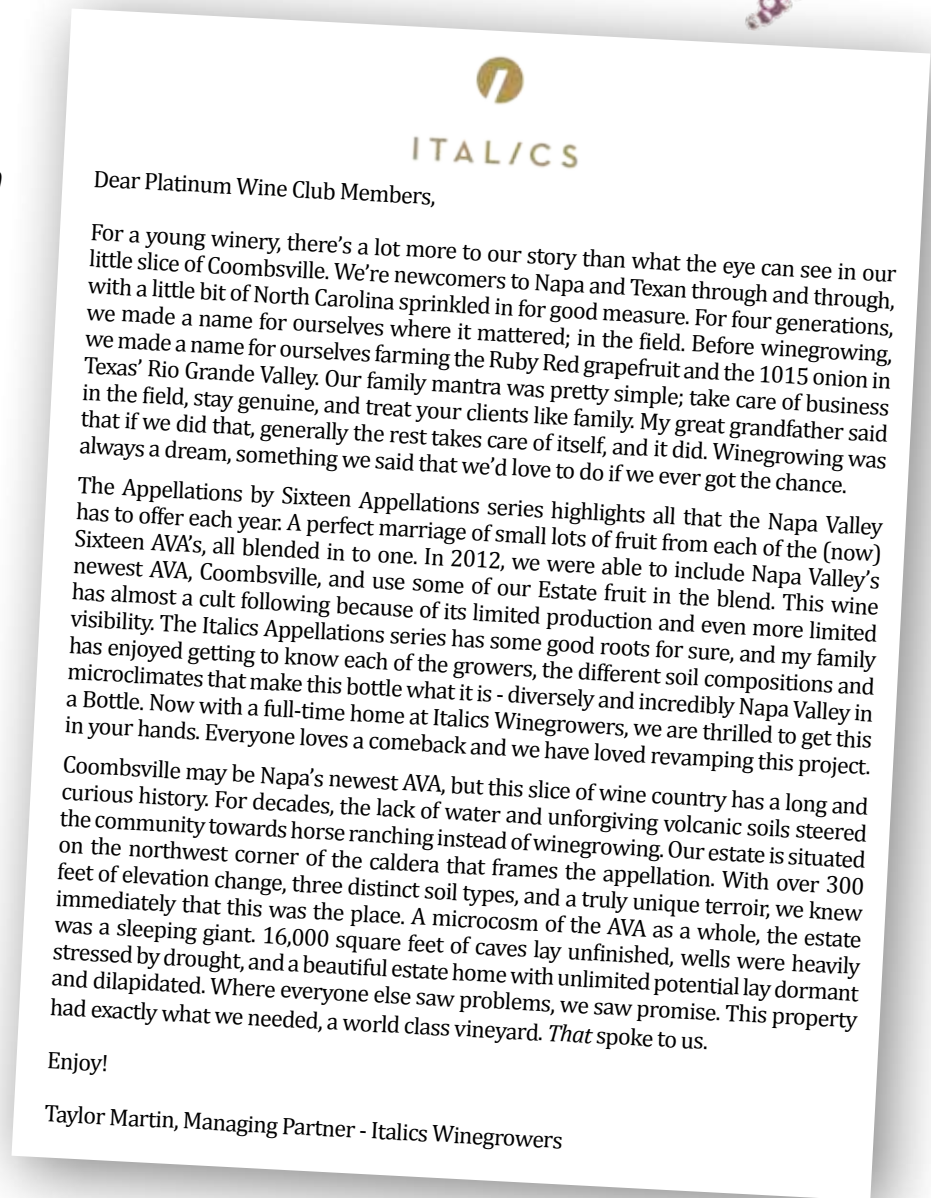
— *Tastings.com*
(Beverage Testing Institute)

The 2013 Sixteen Appellations is a gorgeous red blend from some of the most notable vineyards in Napa Valley including Robert Keenan's Vineyard in Spring Mountain District, Blackbird Vineyard in Oak Knoll District, Annapurna Vineyard in Stags Leap District and Constant Vineyard in the Diamond Mountain District. As with all of the Appellations wines, this vintage represents Napa Valley as a whole, blending fruit from each of the sixteen appellations in the world renowned wine growing region. This 2013 vintage has the fruit, spice and earth notes that characterize the signature Appellations blend. It has red fruits up front, held together by a lattice of oak spices, including star anise, cardamom and clove. There is a creamy mid-palate, which might remind you of a warm chocolate tart drizzled with red fruit syrup. The finish is long with sweet, supple tannins. Aged 22 months in oak. 45% Cabernet Sauvignon, 35% Merlot, 15% Cabernet Franc, 5% Petit Verdot. Enjoy now until 2023.



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**This month's Platinum *Plus!*
Featured Wine:**

**Bryter 2014 Pinot Noir,
"Cadeau," Sonoma Coast**

90 Points + GOLD MEDAL - *Tastings.com*
250 Cases Produced



*Effective per bottle prices after Membership Rewards discount is applied at checkout. Membership Rewards does not apply to Sale or Special-Offer Wines. Shipping and tax (if applicable) not included in above prices.