

PLATINUM SERIES



Select, Ultra Premium, Collectable Wines from California's Best Winemakers

Many wineries in California are the stuff dreams are made of and Napa Valley's Chateau Potelle is no exception. In fact, its location and general appearance cause it to be called a dream winery more often than not.

Perched above fabled Mt. Veeder's summit on the Mayacamas Range's eastern slope at an altitude of 1800 feet, Chateau Potelle is the antithesis of a modern looking winery. It is tucked away in relative obscurity in much the same way some collectors hide away their prized possessions.

Nevertheless, Chateau Potelle was founded on classic winemaking ideals by a French couple that originally came to the United States as employees of the ENRO or appellation controlee segment of the French wine government. The couple, Marketta and Jean-Noel Fourmeaux, was sent to California in 1980 to taste as many wines as possible and report back to France on their quality and various aspects of vineyard management and winemaking philosophy. After six months and more than 2000 wines, the pair sent word back to France that they intended on staying in California. They returned home for their two young daughters and came to Napa Valley to stay.

"What we found in Napa Valley was something we considered as a wonderful opportunity," offered Jean-Noel Fourmeaux. "During the early 1980's much of Napa's output was still heavy and wood laden, and lacking in finesse. Since we were part of the Bordeaux wine government, we thought Napa would be ideal for a different style of wine. The fruit that was available was truly outstanding, it was simply our opinion that the wines just needed to be more refined."

By 1988, the couple's five year search for the ideal property ended with the purchase of a 202 acre estate near the top of Mt. Veeder.

"At no time did we consider anything other than mountainside property," Jean-Noel Fourmeaux explained. "It had been our experience that the hillsides had it all over the valley flatlands in every way, in particular when it came to producing the intensity and character of the wines."

Fourmeaux borrowed his 900-year-old family estate name from France and Chateau Potelle became a

reality. The new company's first release was around 3,000 cases, which has since grown to over 25,000 cases this year. From the beginning, Chateau Potelle gained early press acceptance and followed it up with a large number of competitive awards that assured the winery's future.

During the early years of development, it was Chateau Potelle's intention to strengthen the tie between wine and food, particularly the new style of American cuisine that was just beginning to appear.

"There were a number of great young American chefs that were creating a unique style of cuisine and I wanted our wines to really compliment their efforts.

I felt that if the new cuisine proved successful, so would our wines. It's easy to see the rest of the story."

Five years ago, with Chateau Potelle solidly ensconced, the Fourmeauxs decided to split up and take separate paths in the wine business. Earlier this year, industry giant Jackson Family Wines (Jess Jackson of Kendall-Jackson Fame)

bought the winery and estate, but Jean-Noel Fourmeaux retained control of the Chateau Potelle name and existing inventory.

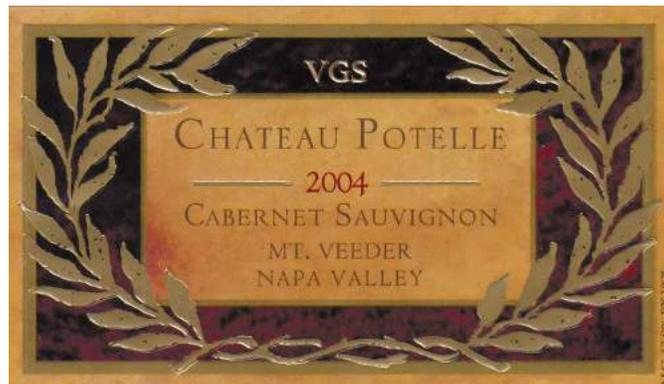
"They made us an offer we simply couldn't refuse," he said resolutely. "But I sold the property with another project in mind and I am presently seeking a new location to begin another winery."

Fourmeaux said that the new property is somewhere in Napa Valley and should become his possession by this summer. "I know what I am looking for and I don't think it will be all that difficult," he added.

"What I have to be careful of is that the place doesn't get too hot. Too much heat is bad for the vines. Most growers are always looking for less heat, and I intend to be sure the place is right for what I want to do."

Fourmeaux intends to keep the Chateau Potelle presence alive with his new venture and also the distinctive VGS (Very Good Stuff) logo that has become an important part of Chateau Potelle's distinctive appearance. He also intends to limit the new facility's production to around 7,000 cases in order "to be able to produce the very finest wines possible."

Jean-Noel Fourmeaux is a proven veteran of the Napa wine scene with enough accolades to last a lifetime. We know he will continue to be successful.



The road to great wine begins at your door.

TASTING NOTES





CHATEAU POTELLE

MOUNT VEEDER - NAPA VALLEY

Dear *Platinum Series* Members,

We are so pleased to share some of our favorite, and most well known, Chateau Potelle VGS (Very Good Stuff) wines with you this month!

When we first came to California on our fact-finding mission by the French government to find information on United States wines (we were more like spies!), it was hard not to fall in love with the beautiful wine country and the delicious wines. After tasting through 2,000 wines, it was an easy choice to call California our new home.

Our winery has been so blessed with the constant praise from wine enthusiasts and wine competitions, and we're happy to announce that our current releases are earning 90 plus scores! We credit our success to the handcrafted winemaking mentality, with a focus primarily on the vineyard. It's always our goal to give the best expression of the winery's unique mountain terroir.

So, go ahead...Drink VGS!

Cheers!

Jean-Noel & Marketta Fourmeaux

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ON TOP OF THE MOUNTAIN, ON TOP OF THE WINE WORLD

TASTING NOTES

895 Cases Produced

The 2004 Chateau Potelle Cabernet Sauvignon VGS – “Very Good Stuff” – sees an extraordinary influence from its rocky mountain vineyard site that sets it apart from classic Napa Valley winemaking styles. The Cabernet vines work hard on this unique terrain, and that combined with Chateau Potelle’s natural farming and winemaking talents, has truly produced an intense, refined, and forceful wine. Awarded **92 Points – Cellar Selection** by *Wine Enthusiast* magazine, this focused, dense Cabernet Sauvignon has more depth than a typical valley floor wine, and effortlessly fills the mouth with friendly, complex rich fruit flavors. Essences of red berries, chocolate, liquorices and spices evolve on the palate, and as the wine opens, new dimensions and taste sensations deliciously develop in the glass. Try pairing the full-bodied 2004 Chateau Potelle Cabernet Sauvignon VGS with tender steaks, lamb chops, and roast beef. Aged 22 months in oak. 88% Cabernet Sauvignon, 12% Merlot. Enjoy now until 2014.

REORDER

The 2004 Chateau Potelle Cabernet Sauvignon exemplifies all the qualities that have earned Chateau Potelle its reputation for authentic, assured, sophisticated, and amazingly complex wines, which rank among America’s finest. With a limited availability and already sold out at the winery, this elegant wine is sure to be a quick sellout!

The **Chateau Potelle 2004 Cabernet Sauvignon VGS** retails winery-direct for \$60.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

Half-Case-\$44.00 /bottle (\$264.00)

Full-Case-\$40.00 /bottle (\$480.00)

[Plus shipping]

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