



Diamond Series



Eleven Eleven Winery

This exceptional winery had its birth on an Air France international flight from Paris to Los Angeles in 2010.

A Frenchman, Aurelien Roulin, and an American, Ellie Anest, met and discovered a mutual passion for wine and a desire for creating extraordinary experiences for others. A friendship was quickly formed that morphed into the creation of Eleven Eleven Winery, our *Diamond Series* selection for this period.

To start with, the numbers *eleven eleven* on a digital clock are usually referred to as the 'make-a-wish' minute. In the case of Eleven Eleven Winery, the numbers are meant to signify the time when all moments and elements come together, when the viewer takes stock of everything happening and enjoys the people they are with at that time.

According to co-founder Ellie Anest, the winery's impressive label is meant to be, "a representation of time. It is always eleven eleven somewhere and that means something special to someone. It is all very personal."

Aurelien Roulin's interest in wine traces back to his family who has been in the business for many years. Ellie Anest's father was a Nebraska farmer of Greek origin and both families tightly embraced the food and culture of their respective backgrounds. Wine was an integral part of their family lives and each family meal included wine and good friendship from everyone.

At one point, a supporter was brought in as an investor. Carol Vassiliadis was a friend (she attended San Diego State as did Ellie Anest) as well as a noted philanthropist who solidified the new winery project. Together, the three combined their business expertise and the Eleven Eleven Winery became a reality.

Several real estate projects were brought together including a remarkable property called Laki's Vineyard House in

Napa Valley. The house became the cornerstone and eventually the winery site for the new endeavor. A custom crush facility was added to provide cash flow for the new winery entity that now boasts some 24 clients who utilize the resource. At present, three vineyard properties are owned by the entity and additional grapes are sourced from topmost quality vineyards (Dutton Ranch, Bacigalupi Vineyard, both from the Russian River Valley AVA). The Oak Knoll AVA where Eleven Eleven Winery is located is among Napa Valley's premier appellations and the source of the winery's estate releases.

Highly regarded Napa Valley Winemaker Kirk Venge (a University of California Davis enology graduate from the celebrated Napa Valley winemaking family) became the new entity's winemaker. Co-owner Aurelien Roulin had an ongoing relationship with Venge who jumped at the chance to be the new winery's first winemaker.

"I had met Kirk in 2006 and had great respect for his accomplishments," recalled Roulin. "When I met him at another time and told him about Eleven Eleven, he insisted on becoming our winemaker. It was just another example of what we call serendipitous significance in our winery's development."

The first release of around 830 cases of Eleven Eleven Winery came in 2014. Needless to say, Eleven Eleven Winery was an instant success as witness the high number of scores and awards given its incredible offerings since inception.

"We understood what a competitive market the wine industry was," added Ellie Anest. "We knew that we were both hard workers and shared a clear vision of what we wanted to accomplish. We fit well together and our winery's success is our passion personified."

Eleven Eleven Winery is still a boutique operation with a production of around 600 cases. "We intend to grow at a



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slow rate,” informed Aurelien Roulin. “It is our hope to grow to between the 4 to 5,000 case levels, but we have set no timetable for that to happen.”

Eleven Eleven Winery is a glorious example of what is possible through vision and friendship. That three individuals from varying backgrounds could join together to produce wines at the most

celebrated levels in the motivated atmosphere that is Napa Valley is another thing all together. To say that the three co-owners are having a ball might be an understatement.

“We all have great respect for each other,” concluded Roulin. “We all saw the opportunity the winery presented and decided to go for it. It hasn’t been all that easy and we still have a way to go, but all the signs are encouraging.”

It is our pleasure to introduce our *Diamond Series* members to this wonderful winery. We are sure you will continue to read about it and enjoy its wines for a long, long time.

Accolades and Tasting Notes

Eleven Eleven 2013 Estate Cabernet Sauvignon, Laki’s Vineyard, Oak Knoll, Napa Valley
630 Cases Produced

95-Points, Robert Parker’s *The Wine Advocate* — “An absolutely brilliant Cabernet Sauvignon from southern Napa Valley and the Oak Knoll area, this 2013 tips the scales at 15% alcohol. It has a dense purple color, a gorgeous nose of crème de cassis, graphite, blackberry and a touch of oak and a full-bodied, opulent, voluptuous texture, great purity and a stunning finish. This is sensational stuff and a terrific 2013.”

Winemaker Kirk Venge’s Notes — “In its sophomore season, this Cabernet is massive and rich, yet restrained. The color is deep and black and the nose is powerful and bold with explosive notes of chocolate, espresso, cherry reduction, raspberry preserves and overripe plum. There is a delightful cherry-drop in the heart of this wine. Like the jammy fruit center of a jelly doughnut, a very dense, bold and velvety red fruit flavor emerges as a delicious surprise. Flavors of cherry candy, blackberry, cassis, dried currant and espresso bean flood the mouth to find every last taste bud on the palate. The oak is rich and the mouthfeel is lavish. Firm tannins and a distinct sense of terroir create a sensational, well-rounded finish.”

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