



# Platinum Wine Club

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

## Italics Winegrowers | Napa Valley

The owners still consider themselves as farmers from Texas, but their penchant for making world-class wines have turned numerous heads among the Napa Valley wine industry. Formerly from McAllen, Texas in the state's wondrous Rio Grande Valley, the Martin Family has developed a winery that seems destined for grape greatness.

The Martins have 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, general manager of the now eighteen-month-old *Italics* winery. "The only question was where to locate our operation."

The family's first move into the wine business was acquiring Napa's prestigious *Appellations* series of wines in 2014. The brand was unique in that it honored all of the sub-regions of Napa Valley and the wines were world-class. Taylor's father, Mike Martin, had been a collector of these fine wines for years and ultimately purchased the brand from winemaker Steve Reynolds (of renowned Reynolds Family Winery fame). When the brand was originally conceived in 2002, Napa had thirteen AVA's, a number that finally grew to sixteen with the addition of Coombsville in 2012. Today, the *Appellations* wines live within the *Italics* portfolio as an important expression of the Martin family's mission: to highlight places that truly have something to say.

While searching for a vineyard for the *Appellations* series, Mike 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 the family's new winery project: *Italics Winegrowers*.

In retrospect, the Coombsville AVA is something of a late-comer to the Napa Valley stable of great growing areas. Formerly disregarded as too cool a growing site for Cabernet Sauvignon, the area is actually surrounded by a partially collapsed caldera, the remnant of a fractured volcanic vent. The caldera's half-bowl reaches some 1,800 feet in elevation and collects cool marine air from nearby San Pablo Bay.

"This is a contributing factor to our long, slow growing season," Taylor Martin explained. "The net of this is that grapes can hang longer without dehydrating

while retaining their natural acidity. The wine that results is fresh, dark and rich without being over the top."

The ensuing winery that is now known as *Italics Winegrowers* is truly something to behold. With the help of neighbor and winemaker Steve Reynolds, who has been involved with *Italics* wine since its inception, *Italics Winegrowers* has grown into a formidable new winery that rivals many outstanding wineries in the Napa Valley. 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 *Italics* devotees.

"With us, it's all about developing relationships with our customers," Taylor Martin added. "We want our wines to speak for themselves. We are focused on having great rapport with our customers."

And as for the name of the winery? "After great discussion, we decided to call the winery *Italics*. *Italics* show you something worth paying attention to, and we wanted our wines to be so good that everyone had to pay attention to them," explained Taylor Martin.

With a tiny release of only 350 cases in its beginning, *Italics* has grown to around 2,500 cases per year. The immediate goal is to fill around 4,500 cases with demand from within, a detail that *Italics* hopes to fulfill within the next few years.

Particular emphasis has been placed on the wine-growing end of its business, an aspect that comes naturally to the Martin family with its long and extremely successful history in the Texas produce business.

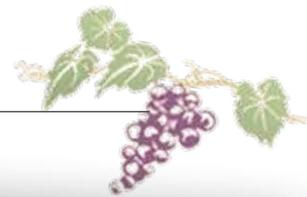
"We are proud of what we have accomplished in the short time of our existence," finalized Taylor Martin. "We feel we are quite unique even down to our labeling. Our labels are printed on 118# stock and embossed and must be applied by hand. It is quite expensive, but perfectly expresses our product: rich, refined, and classic. The label makes a statement and our wine backs it up."

*Italics* also relies on solar power as an energy base and was among the first wineries in Napa Valley to utilize the valley's new recycled water project. Kudos to the Martin family who has embraced such a philosophy.

We are proud to feature and introduce *Italics Winegrowers* to our *Platinum Wine Club* members.



# Italics | 2014 Proprietary Red Wine, Napa Valley



**96 POINTS +  
PLATINUM MEDAL**

— *Tastings.com (Beverage Testing Institute)*

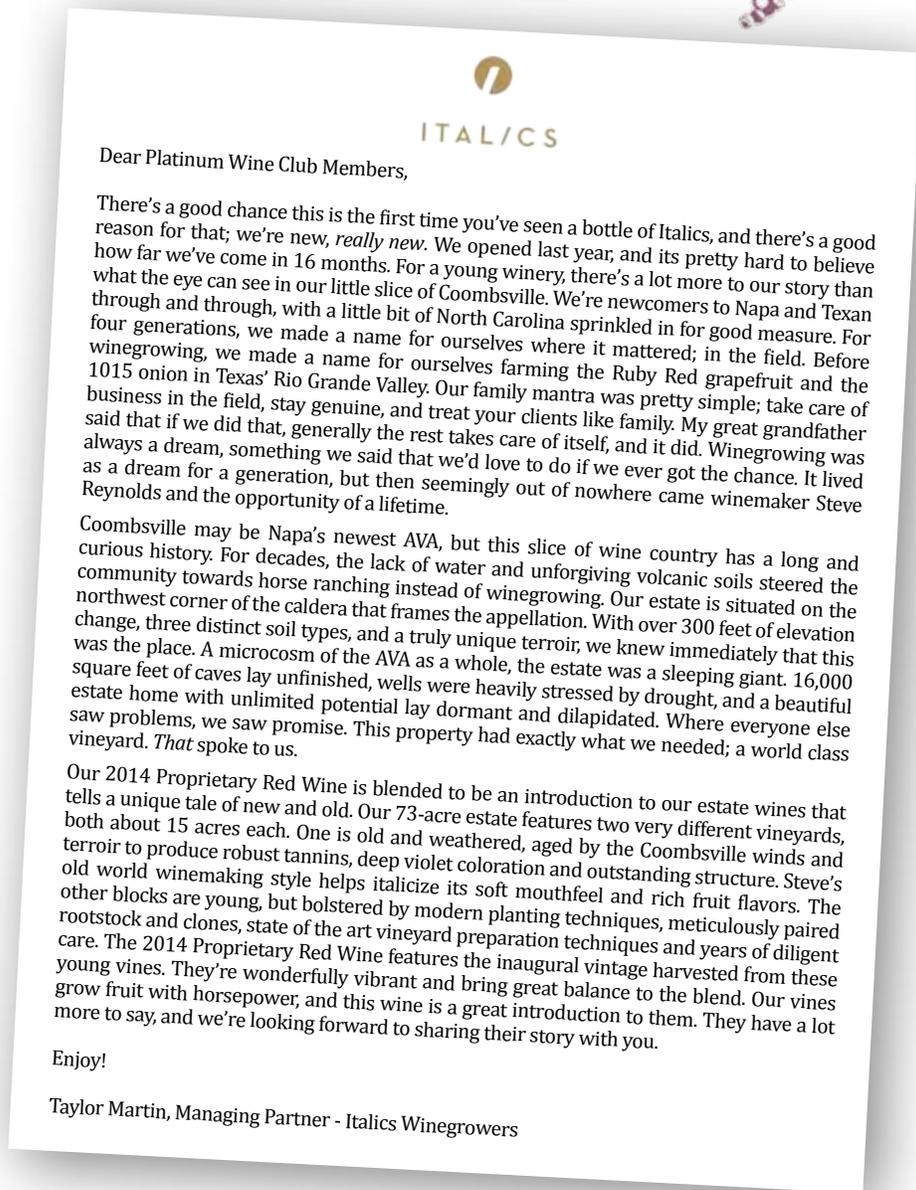
## 672 cases produced

A beautiful blend of 57% Cabernet Sauvignon and 43% Merlot, the Italics 2014 Proprietary Red Wine is the inaugural release of this estate grown wine. The grapes were produced from Italics' estate vineyards in the Coombsville region of Napa Valley, and then carefully and mindfully crafted into this supple, velvety wine renowned winemaker Steve Reynolds. The 2014 Proprietary Red Wine opens with a sweet, fragrant nose full of red fruit, like cherries cooked down for a pie-filling. On the palate, the wine is round and full-bodied with fine-grain tannins that give just the right amount of structure and length, while also being subtle enough to let the fruit ride all the way to the end. The addition of Merlot gives this blend its touch of floral notes. Aged 22 months in oak. Enjoy now until 2024.



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**This month's Platinum *Plus!*  
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**Flying Goat 2012 Pinot Noir,  
Sta. Rita Hills**

93 Points - *Wine Enthusiast* magazine  
151 Cases Produced



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