



Platinum Wine Club

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

Jacob Franklin Wines | Napa Valley

Ray Coursen is a Vietnam Veteran who managed to put himself through college (U Mass) by working at a fine wine shop in Boston. He became enamored with the great grape and this infatuation continued as he entered the workforce.

In 1983, Coursen and his wife Nancy loaded their Honda Civic and headed for California, finally settling in Rutherford, the heart of the prestigious Napa Valley. Ray began working in various capacities for a number of wineries, learning the winemaking business from the ground up. By 1987, the first release of Coursen's own wine under the Elyse Winery aegis was offered to the consuming public. The wine was well-received and the tiny fledgling operation was off to the races.

During this time, Coursen continued working as a winemaker for other noted wineries including Whitehall Lane Winery, Shifflet Estate, Falcor Winery, Shadowbrook Winery, and Purple Heart Wines, but his heart was always centered on Elyse Winery as it continued to grow.

Thirty-five years later, Ray Coursen decided to retire and sold his interest in Elyse Winery to some friends in nearby Calistoga. Facing semi-retirement, he decided to concentrate his efforts on the Jacob Franklin Wines brand he initiated almost twenty years before. He turned to his son Jacob, 30, to become leader and winemaker for Jacob Franklin Wines in the future.

Ray's son, Jacob, or Jake as he prefers, had graduated from Cal State Chico with a degree in Agricultural Business. Jake embraced the idea that seemed a natural for the father-son relationship. Back in 2000, a small amount of wine (only 150 cases) had been released under the Jacob Franklin (Jake's first and middle names) label to the delight of long-time Ray Coursen devotees who hailed the new venture as an extension of Coursen's excellent winemaking reputation.

Two decades later, Jacob Franklin Wines is an unqualified success in the boutique sector of Napa Valley's heralded wine industry.

Jake Coursen followed his father's path into the business and has learned winemaking from the grass roots. He interned at well-known Cakebread Cellars and served as a production assistant at Hunnicutt Winery. He then returned to Elyse Winery

and served as cellar master for his father until the business was sold in 2018.

"My Dad and I learned winemaking in much the same way," stated Jake Coursen. "We both believe that each vintage is different and we try and showcase those variances in our wines. That makes each vintage unique and it is what our customers have come to expect from our wines."

The focus of Jake Coursen's labor has been a small vineyard Jacob Franklin Wines owns located on Hoffman Lane, just south of the town of Yountville. The vineyard is planted to Cabernet Sauvignon and is considered one of the prized Napa Valley vineyard properties. The vineyard is planted on the Western bench land of Napa Valley in excessively-drained, Cortina-loam soil that enjoys cool mornings and warm afternoons. The resultant wines have been proven to last more than two decades, not uncommon in dealing with high-caliber Cabernet Sauvignon fruit.

"It is our intent to produce elegant wines without trying to go over the top," informed Jake Coursen. "Terroir is incredibly important to us so we let our vineyard lead the way. In that manner, our grapes and wines do the talking for us."

The plaudits surrounding Jacob Franklin Wines are at the top level and well-earned and are sure to multiply in the future.

Jake Coursen sits in a formidable position with his namesake winery. He serves as the winemaker and takes advice from his father who mostly consults and considers himself semi-retired.

"Since I learned everything from my Dad, I value whatever input he gives me," added a humble Jake Coursen. "We are but a simple two-man operation that attempts to provide the best representation of both the vintage and place with our wines. We purchase some fruit from other sources under long-term contracts but our Hoffman Lane Vineyard is the backbone of our operation. The wines from this particular vineyard have been extremely successful, so it doesn't make sense to change anything."

It is a pleasure to welcome our Platinum members to the marvelous wines of Jacob Franklin. Enjoy!





95 POINTS
+ CELLAR SELECTION
+ GOLD MEDAL
 — *Tastings.com*
 (*Beverage Testing Institute*)

152 cases produced

The Jacob Franklin 2015 Hoffman Lane Cabernet Sauvignon comes from a pair of vineyards in the esteemed Yountville appellation of Napa Valley. Dark ruby in color, this Cabernet Sauvignon offers complex aromas of cinnamon, plum, black tea, and bay leaf, while the palate is full bodied, vibrant and intensely complex with flavors of dark chocolate, anise, espresso and black fruit. The finish is long and persistent. Rich and bold, the Jacob Franklin 2015 'Hoffman Lane' Cabernet Sauvignon pairs well with red meats, such as steaks and roasts, and promises to be a conversation-worthy bottle at your table. 98% Cabernet Sauvignon, 2% Petit Verdot. Enjoy!



INSTANT
Membership Rewards Pricing*

Winery Retail Price \$75.00/btl.	2+ btls.	6+ btls.	12+ btls.
2-Bottle Members:	\$62.00	\$60.33	\$59.50
4-Bottle Members:	\$62.00	\$59.50	\$58.25

Cheers!

 Jacob Coursen
 Winemaker/Owner

**You Save 17% to 22%
 off Winery Retail Price**

Add a *Plus!* Bottle to your next wine delivery
\$45-\$60 per delivery

The *Plus!* Program automatically adds on one special wine to each regularly scheduled wine delivery, or as often as you like! *Plus!* wines are all highly-rated, very small production wines with availability too limited for all regular club members to receive. For more information, visit: GoldMedalWineClub.com/plus

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

Bodega de Edgar
2017 'E-Squared' Red Blend
Santa Barbara County

95 Points - *Wine Enthusiast magazine*
 130 Cases Produced



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