



# Platinum Wine Club

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

## JAX Vineyards | Napa Valley

The naming of a winery can be of prime importance to the success of the entity involved. This *Platinum Wine Club* selection is the work of JAX Vineyards, an easily remembered name. JAX designates a pruning (no pun intended) of the name 'Jackson,' whose family members originated, funded, and operated the resultant enterprise.

Let's go back to the beginning. Some twenty-three years ago, David Jackson purchased an exceptional dry-farmed vineyard above Calistoga in Napa Valley. Everyone who knew David Jackson swore he had an exceptionally green thumb. Shortly thereafter, Jackson's son Trent contracted the 'wine bug' and used his father's grapes to produce some wines in his San Francisco garage.

Several years passed and since Trent Jackson was employed in technology, he soon realized his promising hobby required full-time attention. In 2002, Trent turned to his sister Kimberly, who had just received her MBA from Vanderbilt University. Kimberly Jackson embraced the idea of a winery with a blend of tenacity and passion. In 2003, she restructured the business, re-branded the wine, made placements in high quality restaurants on both coasts and received rave notices from the wine industry press. Oh yes, she was also responsible for obtaining distribution for JAX Vineyards in eight different states.

More recently, the replanting of some of the more than 40 year-old vines took priority for the company. In 2004, they began a three phase (seven year) replant. This strategy would assure that JAX Vineyards would never use fruit for its Cabernet Sauvignon from vines younger than seven years-old. The last block was planted in 2010 and has produced usable grapes for the past few vintages.

"We use a sustainable approach to farming," Kimberly Jackson Wickham stated. "We use cover crops to impart nutrients into the soils and only use organic compost. We harvest by hand to control our fruit quality and are extremely selective in only using the finest grapes for our wines. After the harvest, we drop fifty percent of our crop either during the growing season or through the hand-selection process."

Such business acumen has propelled JAX Vineyards to the very top of the list of Napa Valley wineries. From their original release of a smallish 200 cases, the venture has grown to an annual production of around 12,000 cases. While this isn't a boutique-like figure, it must be remembered that JAX Vineyards only produces extremely high quality wines. Many Napa Valley wineries would like to have their production admired in such lofty climes.

The Jackson Family story isn't quite complete. Jane Jackson (David's wife) is an incredible artist and designer and is partly responsible for JAX Vineyards' label design, as well as designing the provincial style tasting facility and grounds in the hot new SoMa section of San Francisco. The "wine oasis," as Kimberly Jackson Wickham describes it, features olive trees, 50 year-old vines from the estate in Calistoga, and a fire pit that offers the Napa Valley experience to urban wine lovers. It is located near the corner of Brannan and 2nd Street, some two blocks from AT&T Ballpark. Tastings and private events can be scheduled through the company's website.

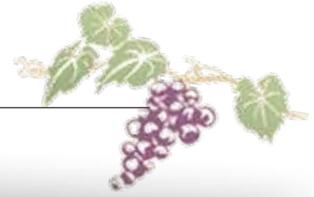
Perhaps the most important decision that Kimberly Jackson Wickham made for the company occurred quite early in JAX Vineyards' evolution. She realized that for her company to evolve and prosper, she needed the help of a proven industry winemaker who could offer JAX access to some of Napa Valley's premier growers.

She selected third-generation winemaker Kirk Venge, whose association began in 2004. Venge is a Rutherford born and raised grower and winemaker from a famous winemaking family. Kirk Venge was also a proponent of dry farming in the mold of founder David Jackson. It is difficult to wander throughout Napa Valley without Kirk Venge's name coming up and his following is among the largest in Northern California.

JAX Vineyards could easily be considered the ultimate success story. A son's vision and his sister's business acumen have made the Calistoga winery into one of the country's elite growers and vintners. We hope you enjoy this month's featured wine from JAX Vineyards. Cheers!



# JAX | 2016 Cabernet Sauvignon, Calistoga, Napa Valley



**94 POINTS**  
—*Wine Enthusiast magazine*

**91 POINTS**  
—*Robert Parker's  
The Wine Advocate*

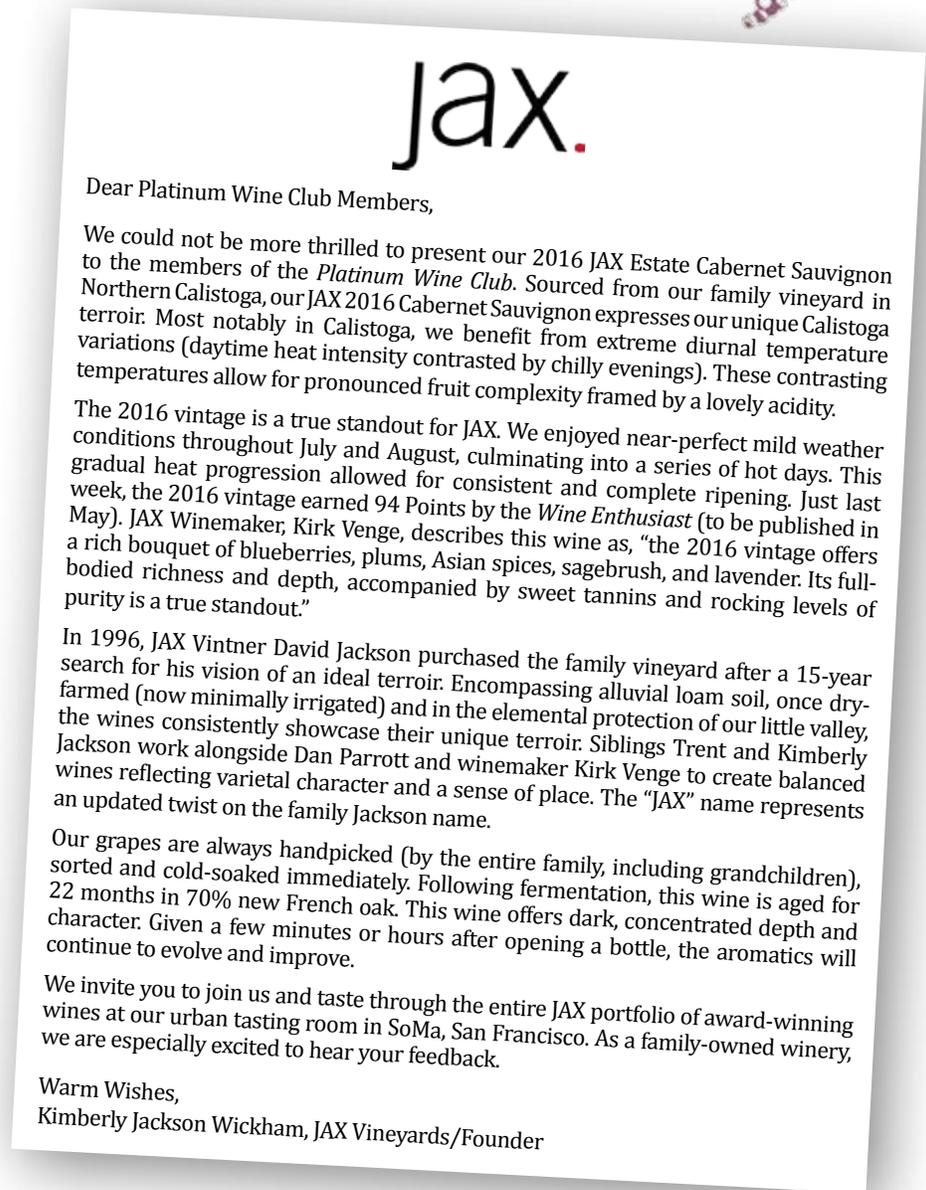
**90 POINTS**  
—*Jeb Dunnuck*

JAX Vineyards sources its estate Cabernet Sauvignon from the family's vineyard in northern Calistoga, Napa Valley. Here, the Jackson Family found their ideal terroir and the Cabernet Sauvignon produced from this little valley are dark and concentrated with incredible depth and character. Opening with aromas of blackberries, cassis and forest floor, this indulgent and concentrated 2016 Cabernet Sauvignon showcases great length and focus on the palate. Already elegant and well-structured at its release, this wine will continue to evolve in complexity and refinement for many years to come. JAX Vineyards recommends opening this 2016 Cabernet Sauvignon 30 minutes to an hour prior to consumption to allow the aromatics to open and evolve. Aged 22 months in oak. 97% Cabernet Sauvignon, 3% Cabernet Franc. Enjoy!



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

**Modus Operandi 2014 'Vicarious'  
Red Wine, Napa/Sonoma**

91 Points - *Robert Parker's The Wine Advocate*  
91 Points - *Jeb Dunnuck*  
675 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.