



# 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.

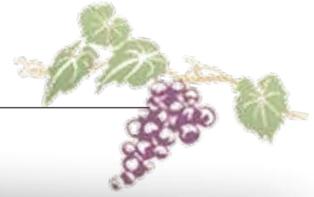
The Jackson Family story isn't quite complete. Jane Jackson (David's wife) is an incredible artist and designer and is partly responsible for JAX Vineyards' label design, as well as designing the provincial style tasting facility and grounds in the hot new SoMa section of San Francisco. The "wine oasis," 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 | 2017 Chardonnay, Dutton Ranch, Russian River Valley



**93 POINTS**

— *Wine Enthusiast magazine*

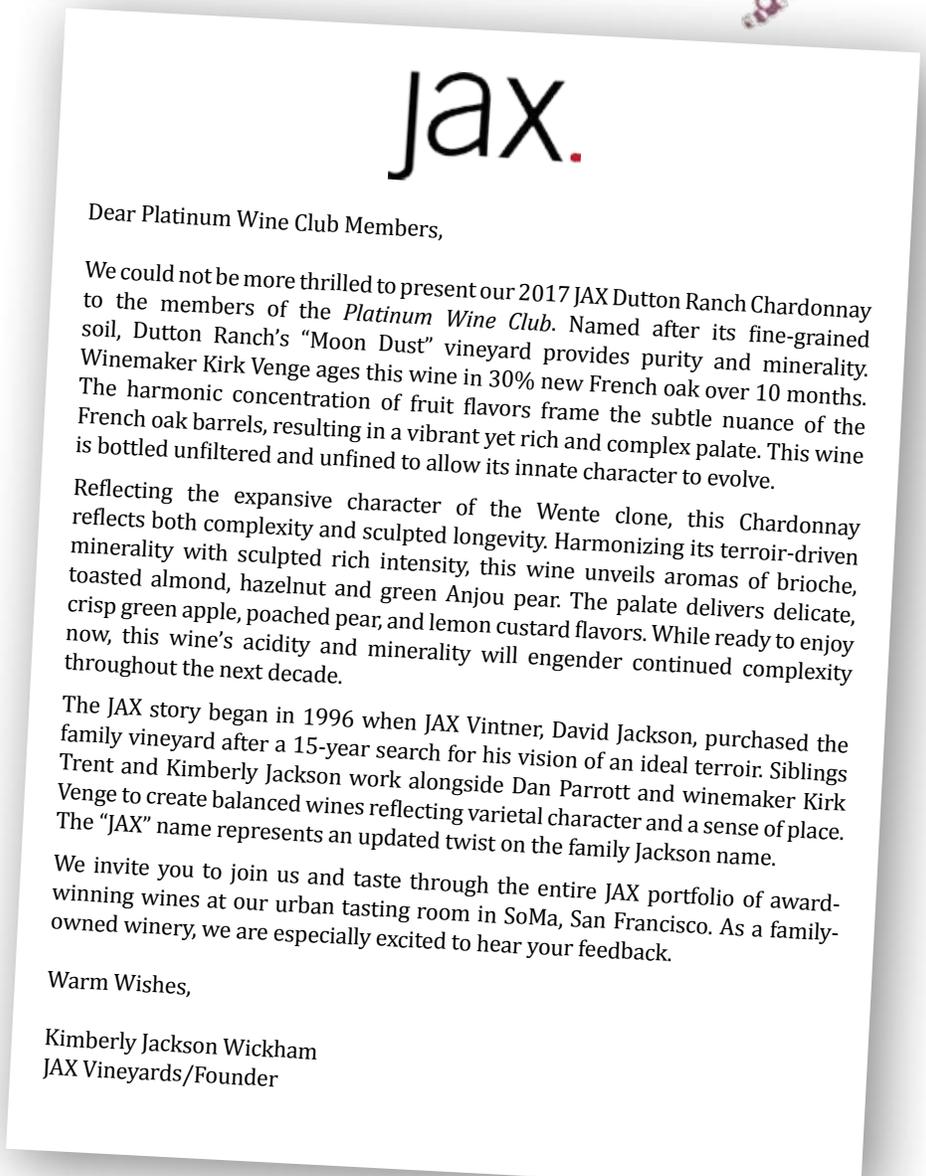
## 175 cases produced

Sourced from Dutton Ranch's acclaimed Sebastopol vineyard, the JAX Chardonnay thrives in its famed 'moon dust' soil. This wine is vibrant, yet rich and complex from start to finish. On the nose, the 2017 Chardonnay offers aromas of brioche, toasted almond, hazelnut and green Anjou pear, while the palate opens with delicate flavors of crisp green apple, poached pear, and lemon custard. The harmonic concentration of fruit flavors and terroir-driven minerality frame the subtle nuance of the French oak barrels, resulting in a Chardonnay with decadence inside and out. Beautiful now, but this wine will continue to evolve and develop deeper complexities over the coming years. Aged 10 months in oak. 100% Chardonnay. Enjoy!



**INSTANT  
Membership Rewards Pricing\***

Winery Retail Price \$42.00/btl.	2+ btls.	6+ btls.	12+ btls.
2-Bottle Members:	\$36.00	\$34.33	\$33.50
4-Bottle Members:	\$36.00	\$33.50	\$32.25



**Jax.**

Dear Platinum Wine Club Members,

We could not be more thrilled to present our 2017 JAX Dutton Ranch Chardonnay to the members of the *Platinum Wine Club*. Named after its fine-grained soil, Dutton Ranch's "Moon Dust" vineyard provides purity and minerality. Winemaker Kirk Venge ages this wine in 30% new French oak over 10 months. The harmonic concentration of fruit flavors frame the subtle nuance of the French oak barrels, resulting in a vibrant yet rich and complex palate. This wine is bottled unfiltered and unfined to allow its innate character to evolve.

Reflecting the expansive character of the Wente clone, this Chardonnay reflects both complexity and sculpted longevity. Harmonizing its terroir-driven minerality with sculpted rich intensity, this wine unveils aromas of brioche, toasted almond, hazelnut and green Anjou pear. The palate delivers delicate, crisp green apple, poached pear, and lemon custard flavors. While ready to enjoy now, this wine's acidity and minerality will engender continued complexity throughout the next decade.

The JAX story began in 1996 when JAX Vintner, David Jackson, purchased the family vineyard after a 15-year search for his vision of an ideal terroir. Siblings Trent and Kimberly Jackson work alongside Dan Parrott and winemaker Kirk Venge to create balanced wines reflecting varietal character and a sense of place. The "JAX" name represents an updated twist on the family Jackson name.

We invite you to join us and taste through the entire JAX portfolio of award-winning wines at our urban tasting room in SoMa, San Francisco. As a family-owned winery, we are especially excited to hear your feedback.

Warm Wishes,

Kimberly Jackson Wickham  
JAX Vineyards/Founder

**You Save 14% to 23%  
off Winery Retail Price**

**Add a *Plus!* Bottle to your next wine delivery  
\$39-\$49 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](http://GoldMedalWineClub.com/plus)

**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



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

1-800-266-8888

GoldMedalWineClub.com