

# PLATINUM SERIES

*Select, Ultra Premium, Collectable Wines from California's Best Winemakers*

Even though his family background is steeped in the traditions of Napa Valley grape growing and winemaking, John Anthony Truchard was determined to become successful in the wine business on his own volition and with his own planning.

The son of highly successful Carneros legends Tony and JoAnn Truchard (Truchard Vineyards), John Anthony Truchard is now 37, and the owner of John Anthony Vineyards, this month's *Platinum Series Selection*.

"I had always dreamed of growing grapes and making wines to sell," recalled John Anthony Truchard in a recent interview. "I wanted it so much that I even went to UC Davis to study enology. What happened there I really didn't expect."

Faced with the reality of one day operating a winery, Truchard switched his major after his junior year and chose to follow a course that resulted in a managerial economics degree.

"I saw just how difficult it would be to be successful, and I felt I had learned a great deal from my Dad as I was growing up. I knew I still had a great deal to learn about making wine and growing grapes, but if I wasn't able to control the business and sell the wines, I wouldn't be very successful."

Before finishing his degree, John Anthony began testing the waters and seeking information from industry insiders. He consulted with successful Napa Valley vineyard manager (and now winery owner) Oscar Renteria and several others and figured that leasing land was preferable to buying and greatly increased his cash flow. He began a small vineyard management business in the mid-1990s and started collecting a string of customers that would aid his later efforts.

Shortly before the turn of the century, Anthony planted the first vineyards that would constitute the fruit that his own winery would utilize. He selected a small patch on the western edge of the Oak Knoll Appellation just below the base of the Mayacamas Range that provided good drainage and soil mixture for Cabernet Sauvignon.

Three years later, the first grapes went into making the first John Anthony Vineyards Cabernet Sauvignon and also into the history books. The first

release of only 879 cases earned incredibly high marks and rave reviews and the tiny company was provided a jump start into the wine business.

"I was naively prepared for such success," added John Anthony, "because my wife Michele and I were so committed to it all. But now I realize we were also really fortunate. We were in reality, monetarily boot strapped in the beginning and we just did what we could afford. My parents helped with loads of advice, but we wanted to make it all happen on our own."

This year's production will exceed a bit over 7,000 cases of all varietals (Syrah and Sauvignon Blanc are also produced), but Cabernet Sauvignon remains the winery's bell weather product.

"We wanted to make our wines to the taste that we enjoyed," Truchard explained further. "We also needed to make a wine that was representative of the district (Oak Knoll) that produced the fruit. We sought to make wines that were truly concentrated and evoked a pure red cherry flavor. We tried for enough acidity to give them backbone and also sought to make the tannins soft on the palate."

With an engaging label that has shared the national spotlight in label competitions, John Anthony Vineyards is well on its way to securing a spot in the higher echelons

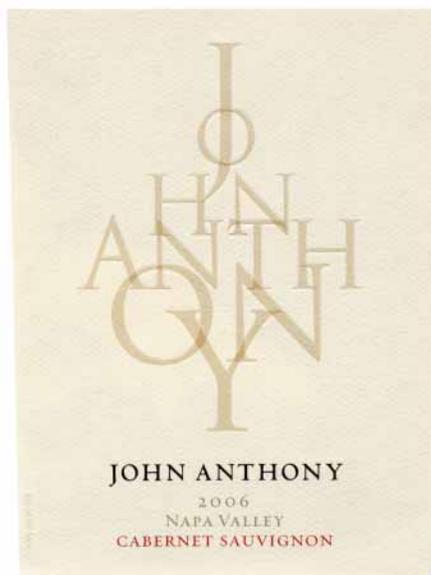
of Napa Valley wineries. Continued success in ratings and events has helped fuel the small winery's rise.

Plans for a tasting room to be located in downtown Napa are being finalized for later this year and a long term business plan calls for a winery to be built within the next 3 to 5 years.

"We own a small piece of property (30 acres) north of Carneros," finalized John Anthony Truchard. "And, depending on our continuing growth and profitability, we intend to go ahead and built a winery on the site. We will wait and see just where things are at and then make the decision."

Wife Michele is mother to the couple's two children and is also the face of the winery to all visitors. Her 10-year experience as events coordinator for Rutherford Hill Winery makes her duties that much easier.

John Anthony Vineyards is an excellent example of a well thought out, highest quality producing winery that will continue to impress for a number of years.



*The road to great wine begins at your door.*

TASTING NOTES




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Dear *Platinum Series* Members,

We are excited to take this opportunity to introduce to you our 2006 John Anthony Cabernet Sauvignon. This is our fourth release of Cabernet Sauvignon and we have been quite fortunate to receive the following reviews:

2003 John Anthony Cabernet Sauvignon: **92 Points** – *Wine Spectator*, **93 Points** – *Wine Enthusiast*, **One of the Top 25 Cabernet Sauvignons from California for 2003** – *Wine Spectator*

2004 John Anthony Cabernet Sauvignon: **92 Points** – *Wine Spectator*, **92 Points** – *Wine Enthusiast*, **One of the Top 3 Cabernet Sauvignons of 2004 for the \$50 price range** – *New York Times*

2006 John Anthony Cabernet Sauvignon: **93 Points** – *Wine Enthusiast*, **92 Points** – *Wine Spectator*, **91 Points** – *Robert Parker*

I was fortunate to have been raised in the family business of grape farming. I was born in 1972 and two years later my father started Truchard Vineyards, so I spent my childhood immersed in the preparation, cultivation, and harvesting of grapes. When I finished at UC Davis in the mid 1990s, I was determined to follow in the footsteps of my parents and create a life in the wine business. I started a small farming company in 1995 with which I cared for other peoples' vineyards, began leasing my own vineyards in 1999, and began making wine in 2003 with our first release of wine in 2006.

My wife Michele has been very involved since the inception of the business and is a great partner in all aspects of what we do.

The grapes that went into the wine you are about to enjoy come from four small vineyards that I planted and farm. One is located in the Coombsville area on the east side of the Napa Valley, and the other 3 are in the Oak Knoll District of the Napa Valley. I planted these vineyards in the late 1990s and early 2000s with the goal of making world-class wines that we would be proud to share with our friends and family and that would hopefully be enjoyed by our customers as well. The last point is very critical given this is how we make our living!

We hope you enjoy our 2006 Cabernet Sauvignon and look forward to seeing you the next time you're in the Valley!

Cheers,

Michele and John Anthony Truchard



TASTING NOTES

2,062 Cases Produced

John Anthony Vineyards' 2006 Cabernet Sauvignon was produced from four small vineyards within the Oak Knoll and Coombsville Districts of Napa Valley, which are arguably among the most desirable vineyard locations in California. The climate and soils on these sites crafted a beautifully balanced and rich wine with flavors of blackberry, blueberry, cherry and currant. This Cabernet is dense and concentrated with nice minerality and hints of sweet oak from the 18 months of French oak barrel aging. The integrated tannins give a soft, smooth finish that only leaves you lingering for more. *Wine Enthusiast* magazine rated the John Anthony 2006 Cabernet Sauvignon **93 Points**: "A beautiful Cabernet that stakes out its style of soft approachability and complexity, but will also age well. Impressively structured and dry, it shows rich flavors of blackberries, black currants and fresh herbs." This Cabernet also garnered **92 Points** from *Wine Spectator*. Try pairing the John Anthony 2006 Cabernet Sauvignon with filet mignon, or any other grilled red meat. 100% Cabernet Sauvignon. Enjoy now until 2015.



REORDERS

John Anthony Truchard brings a lifetime of grape farming to his relatively new namesake winery, and his 2006 Cabernet Sauvignon follows an impressively consistent lineup of 92+ scores since 2003. This Cabernet is enjoyable now, but will continue to develop for many years to come.

The **John Anthony 2006 Cabernet Sauvignon** retails winery-direct for \$55.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

2-Bottle Members . . . . . \$46.00 /bottle\*  
 4-Bottle Members &  
 Multi-Series Members . . . \$44.00 /bottle\*  
 \*2 bottle min. order [Plus shipping]

Call: 1-800-266-8888  
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 Website: www.GoldMedalWine.com