



# Platinum Plus!

## Kelly Family | 2014 Estate Cabernet Sauvignon Oak Knoll District of Napa Valley

For Gene Kelly, his famous name isn't what he is best known for. The Minneapolis native feels that he is the only gunsmith-trained winery owner in the State of California, undoubtedly a rarity among upper echelon winery owners and winemakers.

Kelly graduated from Lassen Community College in Susanville, the oldest gunsmithing school in the United States, and it prepared him for a key role in the country's security industry.

In 1968, the Kelly Family moved westward and put down roots in the world-famous Napa Valley. Gene Kelly's father, Harold Kelly, was in the equity agribusiness field and had wanted to relocate the family to California. He was offered a district in Northern California and was successful in helping organize and fund many upcoming vineyard and winery projects, just as Napa was beginning to emerge as a powerful force in the wine industry. He chose Napa Valley over a number of other areas, which is a decision he never regretted. Many of the big hitters of today's wine giants were his clients, including Robert Mondavi, Warren Winiarski (Stag's Leap Wine Cellars), and a host of other great names in the business.

At one point, the Kelly Family's interest in the wine business became personal and a 14-acre plot of vineyard land became available. Located in Napa Valley's celebrated Oak Knoll District, the prime acreage is planted in Cabernet Sauvignon, easily the area's most recognizable varietal.

Kelly Family Vineyards first saw light in 2012 with an initial release of only 325 cases. The winery's case production has remained very small over the years, since the family's main function is as farmers and selling the premium quality fruit to other clients and wineries. Typically, the family reserves just a tiny amount of their best fruit for Kelly Family Vineyards.

The winemaker for Kelly Family Vineyards is none other than Bob Pepi of the highly respected Robert Pepi Winery that had long been a Napa Valley fixture and leader. After the winery was sold to Jess Jackson (Kendall-Jackson) in 1994, Bob began his own career as a wine consultant in California, Argentina, Colorado and Texas - and also as the owner of Eponymous Wines. Bob Pepi has long been a family friend to the Kelly family, and a driving force among Napa Valley winemakers for the last forty-plus years.

When selecting the wine label for their entity, Gene Kelly carefully researched his Irish family's coat of arms and intended to use it. He modified it slightly to conform to what his specific family stands for, but kept the core and added a pair of muscats to feature his firearms training and background.

For the Kelly family, their small boutique winery is a true labor of love. They are continuing the legacy of Harold Kelly, establishing themselves as leading advocates of agricultural land preservation and have helped protect what has often been described as California's Garden of Eden...the Napa Valley. We are happy to share their exceptional Cabernet Sauvignon with our Platinum Plus! Wine Club members. We hope you will find it truly memorable. Cheers!



## Accolades & Tasting Notes

**Double Gold Medal** -San Francisco Chronicle Wine Competition

Bright garnet in the glass, the Kelly Family 2014 Estate Cabernet Sauvignon offers aromas of lavender, vanilla, ripe blackberries, caramel apples, and hints of smoked bacon. The palate is elegantly feminine with well-integrated tannins and a soft, silk-like mouthfeel with flavors of blueberries, dark chocolate, cassis, and pink peppercorn, and just a touch of roses and key-lime blossoms. The finish is lengthy but refined and focused. Aged in oak. Enjoy!



**YOU SAVE**  
**up to 24% off**  
**winery retail price!**

### Instant Membership Rewards Pricing:\*

Membership Level	Retail Price at Winery	Number of Bottles Ordered:		
		2+	6+	12+
2-Btl. Members:	\$85.00	\$68.00	\$66.33	\$65.50
4-Btl. Members:		\$68.00	\$65.50	\$64.25

\*Effective per bottle prices after **Membership Rewards** discount is applied at checkout.

Shipping and tax (if applicable) not included in above prices. **Membership Rewards** does not apply to Sale or Specials Wines.