



# Platinum Plus!

## Meyer | 2017 'Fluffy Billows' Cabernet Sauvignon Oakville, Napa Valley

Meyer Family Cellars is a small, family-owned winery situated in the picturesque Yorkville Highlands of Mendocino County. At once a leading artisanal winery in one of California's emerging viticultural areas, Meyer Family Cellars blends establishing this new appellation with the legacy of Silver Oak Cellars.

The winery was founded just before the millennium when Silver Oak founders, Justin and Bonny Meyer, purchased the 185-acre Yorkville Highlands property with the aim of giving it to their son Matt to pursue his interest in the wine business.

While the location was far removed from the friendly confines of Sonoma and Napa Valley where Silver Oak Cellars had dominated the world of Cabernet Sauvignon, the setting turned out to be just what Matt Meyer was looking for. He received his master's in viticulture from the renowned UC Davis and prepared himself for the rigors of the grape-growing world.

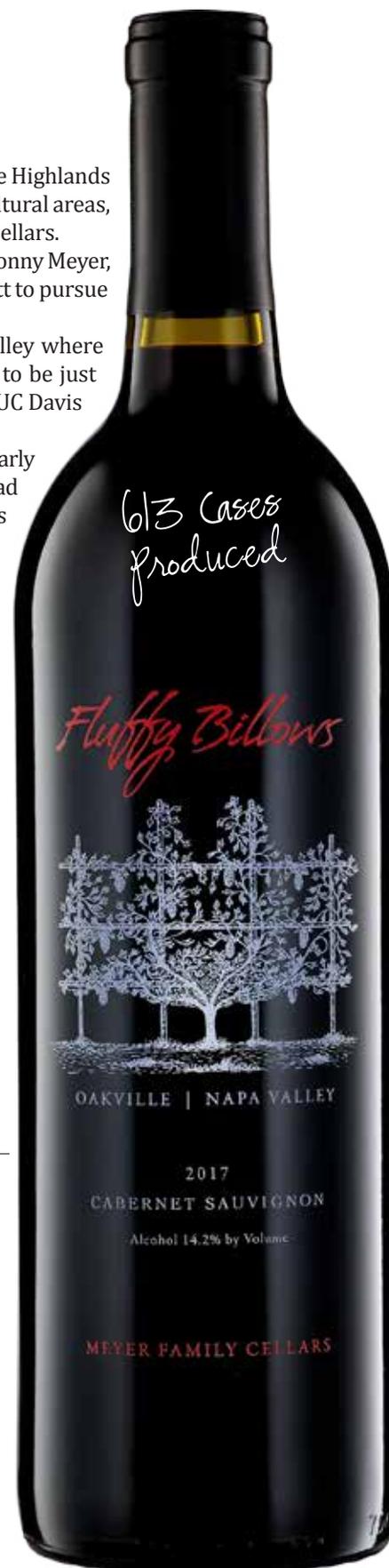
Early on, Matt Meyer discovered the cold and drizzly climate of Mendocino was particularly responsive to his favorite varietal, the elusive Rhone varietal that we know of as Syrah. Meyer had discovered the grape when working in Australia where it is one of the down-under country's national treasures. It seemed perfectly fitting to produce a world-class Syrah for Meyer Family Cellars, but what Matt didn't expect was the fact that Mendocino was a perfect fit (a cold climate) for growing the varietal. Syrah continues to be a signature wine of the small family winery today.

Shortly after acquiring the property, Justin Meyer passed away in 2002 and his wife Bonny's interest eventually declined, so the Meyer Family Cellars property passed into the hands of Matt Meyer. Matt was also joined by his wife Karen at this time, who is an accomplished winemaker in her own right, and the two of them began working as co-winemakers.

Matt and Karen's approach to winemaking mirrors the unique position of their product; while their wines incorporate 'Old World' balanced acidity and minerality with 'New World' ripeness and forward fruit, similarly, they celebrate their family's history while making their own mark on a new century of winemaking. They live over the winery in Yorkville Highlands and have three children.

Matt Meyer's vision of the road ahead is simple and straightforward. "We strive to get a little better each year with our wines," he has stated. "We keep in mind that it's just us that must do the work and that we are really just a small family." The couple has slowly expanded their production over the years to also include Pinot Noir, Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, and Petite Sirah.

Matt Meyer has done his father's legacy proud and has established his company in a part of the wine industry that is still developing and experiencing major growth. It is our pleasure to share Meyer Family Cellars' latest achievement with our *Platinum Plus!* members. Cheers!



## Accolades & Tasting Notes

**90 Points** -Wine Enthusiast      **Gold Medal** -Sunset Intl. Wine Competition

Produced from the esteemed Oakville region of Napa Valley, the Meyer 2017 'Fluffy Billows' Cabernet Sauvignon is complex, fruit-forward, structured and age worthy. At its ripe, densely packed core, blackberry and black and red currant are the focus of flavors, with hints of cassia and licorice. Savory-sweet notes of cooking spice, along with cedar and tobacco come through on the long finish. Aged 22 months in oak. 93% Cabernet Sauvignon, 5% Merlot, 2% Cabernet Franc. Enjoy!



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