



PLATINUM SERIES



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

It wasn't too long after Hagafen (pronounced Ha-gah-Fen) Cellars was founded that it received a call from the White House. The time was Ronald Reagan's first term in office and wine was needed for a dinner honoring then Israeli Prime Minister Menachem Begin. The winery complied and since then the kosher wines of Hagafen Cellars have graced White House tables and events numerous times.

Such honors come with being the first kosher winery established in California. That was in 1979, and the winery's first production was a mere 300 bottles. Today it has grown to an 8,000 case annual production and its wines have ranked amongst California's finest for several decades.

The word *Hagafen* is Jewish for 'the vine'. The winery's initial ownership group included Ernie Weir and his wife Irit, who later bought out all the existing partners when they decided to grow the winery to its present size.

Weir is originally from Los Angeles, where he attended UCLA and received a degree in sociology. He had experienced his initial exposure to viticulture while working on a *kibbutz* in Israel as a young man. It seemed only natural that he would one day pursue a career in the wine industry to feed his desire.

He enrolled at the heralded University of California Davis and later graduated with a degree in viticulture. Early in his career, he was fortunate to work with Domaine Chandon Napa Valley where he learned the fine art of making sparkling wine. This expertise carried over to Hagafen Cellars where Weir produces several types of sparkling wine. His Hagafen Cellars Brut was recently selected as the only wine served for President Barack Obama's *Hanukkah* party that was attended by numerous national and international celebrities and even members of the US Supreme Court.

Today's Hagafen Cellars occupies a total of twenty-one acres in Napa Valley, and sources from seven different vineyards in Napa Valley. Main emphasis is centered on a 12-acre vineyard called Weir Family Vineyard II that is planted to Cabernet Sauvignon.

A tiny tasting room completes the family-style setting where visitors can enjoy samples of Hagafen Cellars' award winning wines.

"We are located right down from the famous Stag's Leap Appellation and about 20 yards from the

Oak Knoll District," Ernie Weir related. "Those are two of Napa's most productive growing areas. The grapes that we grow on our own vineyards are really first rate and account for about half of our production."

Hagafen Cellars contracts the remainder of its grape needs from assorted growers around Napa Valley. The winery itself is set back off of the Silverado Trail in a natural setting that has been compared to a heartland farm. It maintains its identity and purpose by producing a wide assortment of wines for a growing customer base.

Weir has been quoted as saying that he interferes as little as possible with the soil and that he feels that that factor creates a balance that minimizes the chemical and erosion impact by using modern farming techniques while maintaining the age-old wisdom of balance and the traditional values of conservation and land stewardship.

That said, it's also a fact that Hagafen Cellars produces some incredibly good wines and is particularly noted for its Cabernet.

Weir refers to his wines as being made in "old Napa style" that respects the lineage of the vineyards and employs only classic winemaking techniques. Newer, more modern winemaking approaches are not for the likes of Ernie Weir.

Weir is a sincere throwback to vintners of an earlier day. He has been repeatedly quoted as saying, "passion, soul and enjoyment – without all three, you don't have a fine wine."

While all of Hagafen Cellars' wines are kosher, Ernie Weir proudly points to the fact that almost 75% of his sales are to non-Jewish customers. While he has also consulted for a large number of Israeli wineries, his opinions and methods are considered well founded within the California wine community.

The fact that Hagafen Cellars is now approaching the 35-year mark in longevity speaks for itself. Only wineries that have provided exceptional wines and can provide remarkable resumes tend to last that long in today's competitive market. Hagafen Cellars is a tribute to a man who wanted to do his own thing in the wine industry in a manner in which he was truly comfortable. Time and the high accolades that have accompanied his wines have proven Ernie Weir accurate in his initial premise that if you make really good wines, people will purchase them.



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HAGAFEN

Dear *Platinum Series* Members,

We hope you will enjoy this Napa Valley Estate Bottled Cabernet Franc, grown on our Vichy Ranch in the new Coombsville AVA and produced at our nearby winery on the Silverado Trail.

Hagafen Cellars is located in the Napa Valley, in the heart of California's premier wine grape region. Less than a mile south of the famed Stags Leap District and twenty yards from the Oak Knoll District, our well-drained soil is ideal for the growth and production of ripe and rich, intensely fruity small lot estate bottled wines. My wife, Irit, and I have owned and operated the winery since its inception in 1979. In the ensuing years, we have grown from a small partnership producing wine with grapes from Winery Lake Vineyard, then owned by Rene DiRosa, to a well-established wine company whose wines are distributed throughout North America and overseas. Since 1980 our wines have been served on numerous occasions at the White House to visiting foreign dignitaries.

My daily involvement in the two sides of wine production, grape growing and winemaking, ensures the superb quality of our wines. Fine wine starts in the vineyard with careful vineyard management. I strive to take maximum advantage of the Napa Valley's natural geology and climate to produce the best wine varieties. I interfere as little as possible with the soil, creating a balance that minimizes the chemical and erosion impact by using modern farming techniques while maintaining the age-old wisdom of balance and the traditional values of conservation and land stewardship. Once harvest is completed, I undertake the second part of my job, winemaking. This presents an interesting challenge every time since each year the growing season and harvest are unique and different. I never seek to change what Nature has provided. My goal is to showcase the best that our land has produced.

We look forward to meeting you here in Napa at our winery and tasting room.

Enjoy,

Ernie

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TASTING NOTES

BEST OF CLASS

-California State Fair Wine Competition

Just 520 Cases Produced

Ernie Weir is so happy to be able to produce a Cabernet Franc on its own. The varietal is oftentimes used as a blending grape in Bordeaux style wines, but as winemakers discover its character and expression as a stand-alone wine, Cabernet Francs are becoming one of the more sought after red wines. In fact, Ernie's 2009 Hagafen Cabernet Franc has established itself as one of the biggest wow-factors of Hagafen's latest portfolio. Produced from the Weir Family Vineyard III in Napa Valley, the 2009 Cabernet Franc has a fleshy, supple nose of violets, red currants and roses. The palate is bursting with flavors of rich earth, deep dark black cherries, and rose hips. The lush, round, velvety mouthfeel is balanced by a tannic structure that is beginning to soften, and will continue to do so for years to come. A delicious example of Napa Valley Cabernet Franc! Aged 19 months in oak, 12 months in bottle. 100% Cabernet Franc. Enjoy now until 2019.



ORDERS

The Hagafen 2009 Cabernet Franc retails winery-direct for \$36.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

2-Bottle Members..... \$28.00 /bottle*
4-Bottle Members &
Multi-Series Members.....\$27.00 /bottle*
*2 bottle min. order [Plus shipping]

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