



Platinum Plus!

Smith Devereux | 2016 'Limited Release' Cabernet Sauvignon St. Helena, Napa Valley

There aren't many professional musicians who would leave the music scene and venture into the wine industry, but Smith Devereux Winery co-founder Ian Devereux White is definitely the exception to the norm. One minor point, however, is that White still plays with his band, High Noon, while fulfilling his role as the main mover of the Napa Valley-based producer of ultra-premium wines.

Smith Devereux (formerly J.W. Thomas Wines) is the compilation of more than sixty years of winery experience brought together by its three owners. In addition to White, Steve Smith and John Truchard share the ownership of Smith Devereux. Smith is another former music industry veteran, while Truchard is the son of iconic Carneros growers and vintners Tony and JoAnn Truchard.

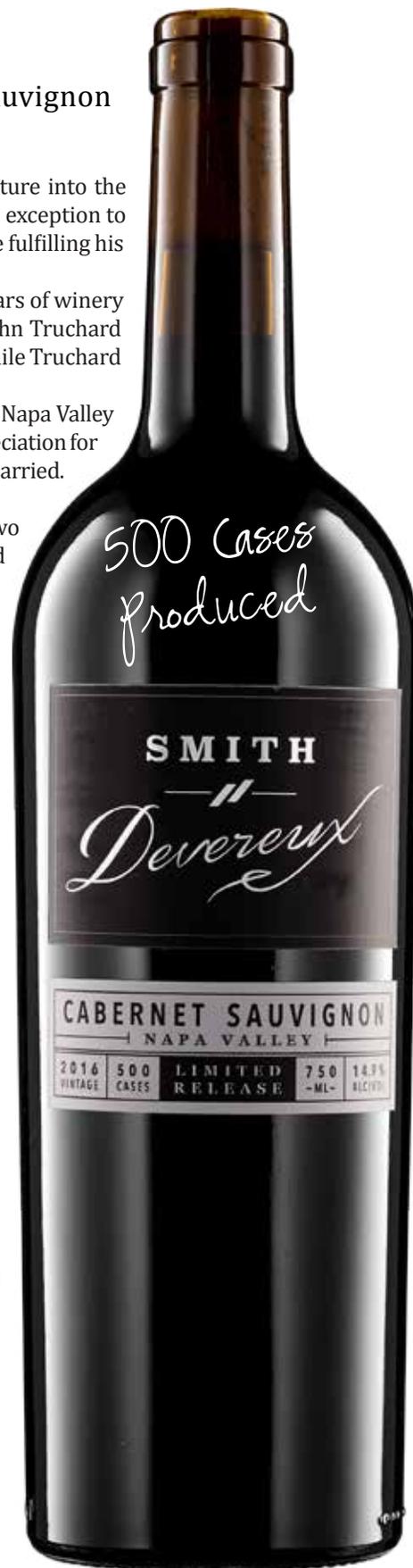
Ian White grew up in the Bay Area of California and often accompanied his parents up to Napa Valley for wine tastings. It was a significant part of his upbringing and it most certainly aided his appreciation for wines and winemaking. At one point, he met a girl from Napa Valley and they eventually got married. That cemented the fact for Smith that he was definitely intended to be in the wine business.

White and Smith teamed up when Smith was a partner in J.W. Thomas Wines and the two found mutual interests in wine and music. Then, White discovered that John Truchard had several wine brands with which he was involved and was also farming some fifty different vineyards. He learned that Truchard had some excess grapes to sell, and indicated an immediate interest. Rather than merely selling the grapes to White, Truchard suggested a partnership that ultimately led to Smith Devereux Winery.

The winery's first release of a Red Blend in 2012 was an instant success and has propelled Smith Devereux to the ranks of elite Napa Valley wineries.

Ian White continues to maintain his relationship to music as well. The company's tasting facility in Napa City is called 'JaM Cellars,' which is also a fully functional recording studio. His forte on the guitar is "a blend of R & R with a southern twang." It is really high energy music, similar to the wines they produce that give great oomph to the palate. It is obvious to even the casual observer that Smith Devereux Wines and its owners are having an absolute ball while their winery project reaches fruition. The wine industry accolades and awards have also given the company a huge lift that seems to have increased with time.

Smith Devereux Wines' continued success and its steps up the proverbial ladder will bear watching for years to come. It is a great pleasure to introduce our Platinum Plus! members to Smith Devereux Winery and its incredibly expressive Cabernet Sauvignon. Enjoy!



Accolades & Tasting Notes

94 POINTS + GOLD MEDAL - East Meets West Wine Challenge

92 POINTS + GOLD MEDAL - Sunset International Wine Competition

Smith Devereux's 2016 'Limited Release' Cabernet Sauvignon comes from a sustainably farmed site in Napa Valley's famed St. Helena AVA. Rich and smooth with notes of dark chocolate, cedar, boysenberry pie, vanilla and smoke, this wine is as complex and structured as it is nuanced and silky. A light touch of new French oak accentuates the flavors and brings beautiful balance to the wine. Aged in oak. 100% Cabernet Sauvignon. Enjoy!



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winery retail price!

| Membership Level | Retail Price at Winery | Number of Bottles Ordered: | | |
|------------------|------------------------|----------------------------|---------|---------|
| | | 2+ | 6+ | 12+ |
| 2-Btl. Members: | \$55.00 | \$49.00 | \$47.33 | \$46.50 |
| 4-Btl. Members: | | \$49.00 | \$46.50 | \$45.25 |

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

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