



# Platinum Wine Club

90+ Rated, Ultra Premium, Collectable Wines from California's Best Winemakers.

## Smith Devereux | 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: 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 varietals.

Smith Devereux (formerly J.W. Thomas Wines) is the compilation of more than 60 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.

"I grew up in the Bay Area," offered Ian White, "and I always accompanied my parents up to Napa Valley for wine tastings. I guess it was a big part in my growing up and most certainly aided my appreciation for wines and winemaking. At one point, I met this marvelous girl from Napa Valley and we eventually got married. That cemented in my mind the fact that I was definitely intended to be in the wine business."

White and Smith got together when Smith was a partner in J.W. Thomas Wines and found mutual interest in wine and music. Then, Ian White found out that John Truchard had several wine brands with which he was involved and was also farming some 50 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 name Smith Devereux developed from a desire to express a twofold purpose for the new entity. "We wanted our winery to signify boldness and American standards, so what was more common than *Smith?*" explained White. "My middle name, Devereux, is French, and the concept of Smith Devereux seemed to reflect the right mettle. It made us solid and sexy at the same time."

The company'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. Still, Ian White and his partners have kept their feet

close to the ground. Smith Devereux initially bought fruit from Oregon and sold the resulting wines, but no longer follows that path. It is now completely of California origin.

"We intend for our wines to be drunk, not stored," the exuberant 37-year-old informed. "We are by no means exclusionary. We intended to produce a reasonably priced Cabernet Sauvignon that was totally crowd pleasing. This year, we will produce around 6,500 cases with even more to follow in the future."

The group share offices and have a plan in mind to increase the Smith Devereux Wines brand to around 15,000 cases sometime during the next three years. "Right now, this continues to be a passion project for all of us," White continued with a grin. "If we can get our volume up to that level, we might actually be able to pay ourselves."

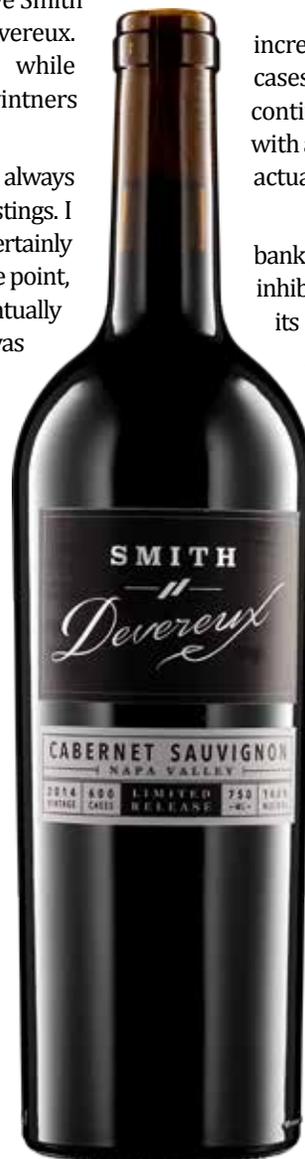
Such is the case with most startup wineries with no big bankroll to see them through the hard times that generally inhibit their growth. Smith Devereux Winery is further ahead of its competitors due to the industry savvy of its ownership group and the fact that John Truchard is among the best producers of prime grapes in the entire Napa Valley area.

As mentioned above, Ian White continues to maintain his relationship with music. The company's tasting facility on 1st Street in Napa City is called Jam Cellars and 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 we produce that give great oomph to the palate."

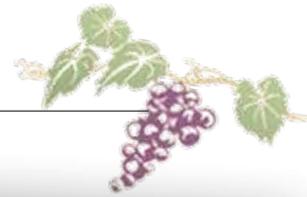
It is obvious to even the casual observer that Smith Devereux Wines and its owners are having a ball while their still embryonic project reaches fruition. The wine industry accolades and awards have given the company a huge lift that seems to have increased with time.

Smith Devereux Wines' continued success and its steps up the proverbial ladder will bear watching for years to come. New and exciting wineries and their progression are what makes the California wine industry the darling of the international wine world.

It is a great pleasure to introduce our Platinum Wine Club members to Smith Devereux Winery and its incredibly expressive Cabernet Sauvignon. Enjoy!



# Smith Devereux | 2014 Cabernet Sauvignon, Napa Valley



**94 POINTS +  
GOLD MEDAL**  
— Beverage Testing Institute

**'WINE OF THE DAY'**  
— *Somm Select*, from Ian  
Cauble, Master Sommelier

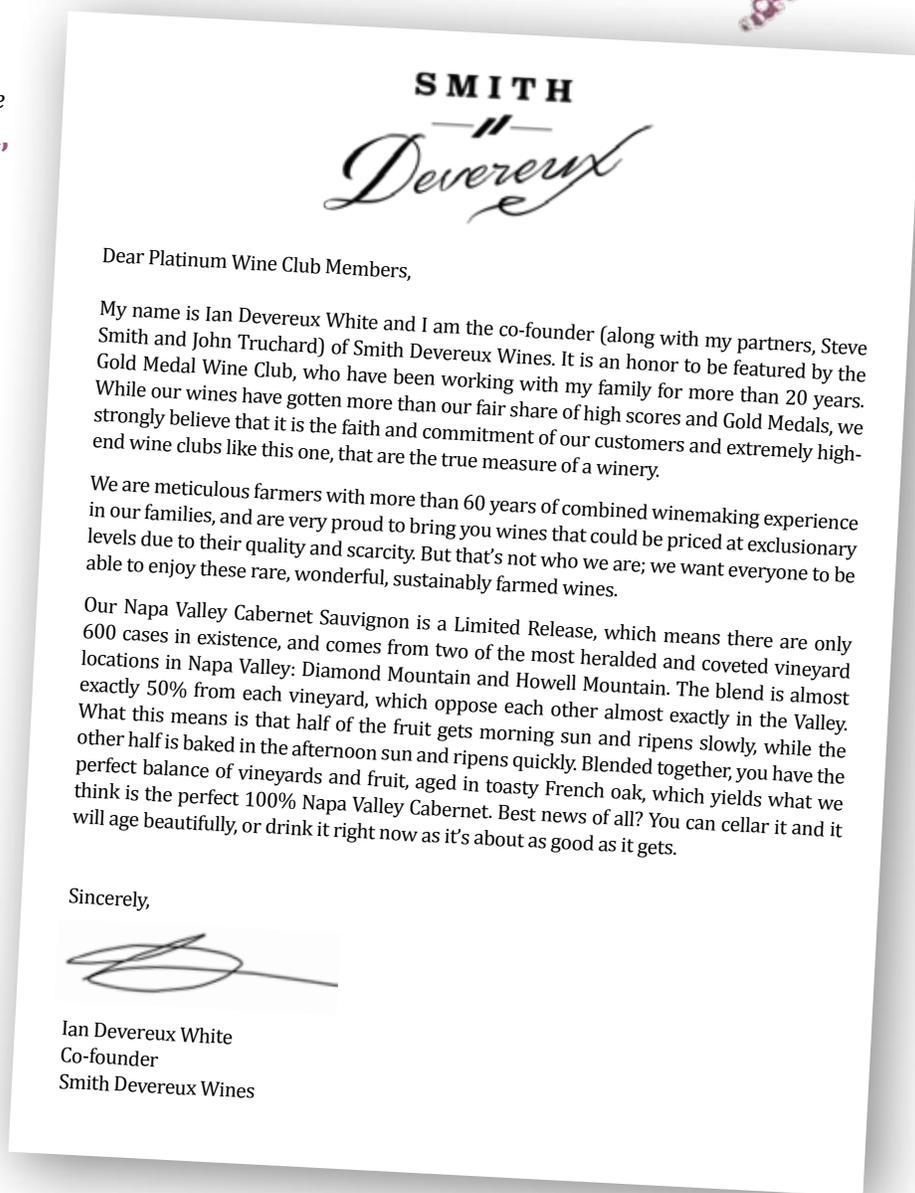
## 600 cases produced

The Smith Devereux 2014 Napa Valley Cabernet Sauvignon is a rich, world-class wine crafted from two sustainably farmed vineyards in Napa's famed Howell Mountain and Diamond Mountain districts. The cool morning fog, powerful afternoon sun, and diverse cross-valley soils of the two sites have resulted in a lush Cabernet blend with structured tannins and beautifully concentrated flavors. Aromas and flavors of black cherry, currant, caramel, cocoa, plum, mocha, toasty vanilla, and hints of oak are supported by a full body, firm tannins, and a bright, dry-yet-fruity finish. As *Beverage Testing Institute* puts it, "A spot-on Napa Cabernet with everything in its proper place" - and we have to agree. Aged in oak. 100% Cabernet Sauvignon. Enjoy now until 2024.



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**This month's Platinum *Plus!*  
Featured Wine:**

**CODA 2014  
'The Show' Syrah**

92 Points - *Wine Enthusiast* magazine  
200 cases produced



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