

# PLATINUM SERIES



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

The story of Titus Vineyards of Napa Valley is not unlike many other modern-era small wineries that have prospered in the rich soils of California's most fertile grape growing valley. The story involves migration, love, family and, even a spot of luck.

Lee Titus left his Minnesota roots and headed west in the mid 1950s. When he arrived, he met and later married Ruth Traverso, the daughter of an Italian immigrant family of bakers who lived in the famous San Francisco North Beach neighborhood. Lee eventually became a doctor (radiologist) and made his practice in San Francisco. Due to her Northern Italian heritage, Ruth's family considered wines and the making of wines, an integral part of their family life and celebrated with homemade wine on many weekends and holidays.

Eventually, Lee and Ruth Titus began making treks into Napa Valley and finally moved to nearby Sonoma in the late 1950s to raise their family. In 1969, the Titus's began purchasing three separate parcels of vineyard land in Napa Valley, just north of the town of St. Helena, that eventually added up to around 50 acres. These tracts were planted and thus began the 20-plus year era of Titus Vineyards as a quality supplier of varietals to such wineries as Beaulieu Vineyard, Quail Ridge and Pine Ridge.

Some time around 1987, the first talk of making Titus Vineyards into a winery was openly discussed around the Titus family dinner table. After a great deal of discussion, the evolution of Titus Vineyards as a winery was left to sons Eric and Phillip.

With Eric serving as the general manager and vineyard keeper and Phillip handling the winemaking chores, the first release of 600 cases of Titus Vineyard occurred in 1990. It was a fitting start for the tiny winery that quickly gained a loyal following and a number of prestigious awards for its wines.

The winery has grown slowly over the past fifteen-plus years and today produces between 10,000 and 11,000 cases, depending on the yield of the vineyards at each harvest. According to Eric Titus, Titus Vineyards production has now reached its upward spike.

"We still consider ourselves to be a smallish

winery," he began, "we are more along the artisan type of production facility. When we started, there really weren't that many small wineries to compete against. We were always going up against the larger wineries who often bought their grapes and that was quite difficult."

Eric also explained that it became necessary to replant all of the winery's vineyards during the phylloxera epidemic of the late 1990s and that fact actually changed the winery's attitude toward what they wanted to produce.

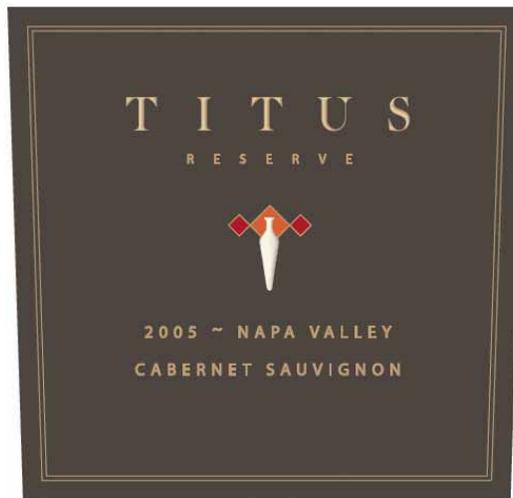
"After the great problem the phylloxera caused for everyone, we decided to replant with the idea of producing really higher quality fruit. It was our intention to be able to make all our wines estate grown and not have to rely on any other suppliers for our needs. It took a while to complete, but now we have reached our goal of being self-sufficient at a truly elevated growing level."

Even though Eric Titus holds a doctorate in biology, he is also well suited to run the winery on a day-to-day basis. His brother Phillip has a degree from UC Davis in plant science that is also bolstered by extensive enology courses at the prestigious university. Phillip also worked in various positions at other notable Napa wineries including Stratford, Cartledge and Brown, and Chappellet where he served as winemaker in 1990.

Asked about the greatest accomplishment of Titus Vineyards, Eric Titus replied modestly, "While the scores are nice and everyone likes getting a 94 or 95 from a top rater, our goal of having our entire estate's production go into Titus Vineyards' bottling is more important to us. It's all about our coming who we have become and the tremendous work it took by all of us to get where we are today."

Such a sage viewpoint is indicative of the type of winery Titus Vineyards is and of the truly superior quality of their wines. The charming property that rests on the banks of the Napa River provides the second generation of the Titus Family with near perfect fruit, the basic ingredient for high caliber wines.

The wines of Titus Vineyards are a fitting tribute to Lee and Ruth Titus who dreamed of one day having their own vineyards in their beloved Napa Valley.



*The road to great wine begins at your door.*

## TASTING NOTES



---

---

---

---

---

---

---

---



TITUS  
VINEYARDS

Dear *Platinum Series* Members,

The Titus Reserve Cabernet Sauvignon epitomizes what my brother Phillip and I do to work for the good life. While all of the grapes in this wine are from our estate vineyards, the majority of the fruit comes from our Ehlers Lane vineyard, where we have 6 acres of Cabernet Sauvignon planted on a rocky knoll. My folks purchased this land in 1974 and we established the vineyard here shortly thereafter. With an instant work force of at least four, myself and my three brothers, alongside my father and our vineyard foreman Rodrigo Lopez, there were always jobs to complete. Everything from removing rocks to digging holes for grapestakes to placing milk cartons (a.k.a. grow tubes) over baby vines for what seemed like miles and miles of vine rows from adolescent eyes.

The 2005 vintage is just the third vintage of this wine and creating a "Reserve" program was not something we took lightly or crafted just for the sake of having a Reserve Cab as part of our red wine portfolio. I replanted these vines about 10 years ago and Phillip and I had been observing that the fruit quality was improving exponentially over this time, to the point where we felt it merits highlighting the fruit from this vineyard parcel. This style, versus our other estate Cabernet Sauvignon, is a richer, racier style of Cab that is intended to showcase why Cab is King in Napa Valley. To us, Reserve means a small production bottling (500 cases or less) of our best Cabernet Sauvignon lots that have been aged in 100% new, French oak barrels. There is also always a higher percentage of Cabernet Sauvignon used in the Reserve blend and it's both barrel and bottle aged longer than any of our other wines. This is a wine that you wish you had all day or night to enjoy as it continues to open up while bringing in great company in the form of friends or food, and offers you more each time you're beckoned back for another glass.

Cheers!

Eric Titus  
Vineyard Manager & Co-owner

POST OFFICE BOX 608  
ST. HELENA, CA 94574  
(707) 963-3235  
FAX: (707) 963-3257  
www.titusvineyards.com

## TASTING NOTES

### *505 Cases Produced*

Titus Vineyards' 2005 Reserve Cabernet Sauvignon was produced from the winery's family estate vineyard, located on Napa Valley's floor just north of St. Helena on the Silverado Trail. The site is characterized by its ability to produce complex wines with well-defined fruit flavors, gentle acids and naturally balanced tannins. Awarded **91 Points** from *Connoisseurs' Guide*, this release is the fourth vintage of Titus Reserve Cabernet and exudes the unique, chewy and rich varietal characters of the winery's best estate grapes. Blending in a small amount of Petite Verdot elevates the wine's elegant structure while a bit of Malbec and Cabernet Franc highlight the wine's red fruit characters. This robust red wine is firing on all cylinders – mouth coating and full bodied, elegant and lush. Deep aromas of ripe blackberry, cherry and cassis are framed by layers of sweet and spicy oak, exotic allspice, smoky vanilla, mocha and smooth milk chocolate nuances. On the palate, the firm but round tannins balance the ripe fruit notes, espresso and sweet oak flavors that pair nicely with grilled steaks and rack of lamb. Aged 22 months in oak. 90% Cabernet Sauvignon, 7% Petite Verdot, 2% Malbec, 1% Cabernet Franc. Enjoy now until 2015.

## REORDERS

Titus Vineyards' 2005 Reserve Cabernet Sauvignon represents the family winery's flagship varietal in its characteristic form, full of vibrant color and vivacious flavor. By blending complementary varietals expressing fully mature flavors, the resulting wine is distinctive, balanced and represents Titus Vineyards' renowned hallmark style.

The **Titus 2005 Reserve Cabernet Sauvignon** retails winery-direct for \$60.00 per bottle. As a *Platinum Series* member your very special pricing is as follows:

2-Bottle Members . . . . . \$52.00 /bottle\*  
4-Bottle Members &  
Multi-Series Members . . . . \$48.00 /bottle\*  
\*2 bottle min. order [Plus shipping]

Call: 1-800-266-8888  
Fax: 1-800-266-8889  
E-mail: [orders@goldmedalwine.com](mailto:orders@goldmedalwine.com)

Reorder Web Site:  
[www.goldmedalwine.com/member](http://www.goldmedalwine.com/member)