

Diamond Series



Jarvis Winery

It can be easily acknowledged that Napa Valley's heralded Jarvis Winery is easily one of the most unobtrusive stories in the wine business, given the laid back perspective of owner Bill Jarvis.

A native Oklahoman, Bill Jarvis left home in pursuit of academic fulfillment, first at the University of Oklahoma and next at the United States Naval Academy Class of 1948. Later, he also attended both Stanford and the University of California as a graduate student and by developing his own telecommunications business, specializing in international commerce, he was one of the early success stories of Silicon Valley in the late 1970s and early 1980s.

Twenty-seven years ago, he met and married his wife Leticia, a native of Puebla, Mexico. The pair traveled extensively in Europe, finally settling on a part time basis in their favorite area around Reims in the Champagne region of northern France.

After their son William was born, the Jarvises spent summers in Spain where they came to appreciate Spanish wines and also the art of Zarzuela, or Spanish Opera. The time spent there was to have a pronounced influence on their future lives.

When Bill Jarvis finally sold his electronics business in the early 1980s, his travels took him to the nearby Napa Valley. "I really had no idea of making wines until my family came to Napa," Jarvis recently explained. "If we had any idea we would eventually be in the winery business, I think we would have certainly had more perceptions from our time spent in Europe. Before we made our decision, we mostly drank and enjoyed wines."

The Jarvis family first planted a thirty-seven acre vineyard on land they acquired and began their role as growers to an ample assortment of wineries.

It wasn't long before their grapes gained wide acceptance from local wineries. "The results of our plantings were so encouraging that people started lining up for our grapes. They felt the grapes were of the absolutely finest quality and a number of our customers began encouraging us to build our own winery," Bill Jarvis added.

Construction on Jarvis' spectacular winery complex began in late 1991 and lasted for the better part of the next four years. In 1995, the Jarvis Winery opened its doors to celebrate the

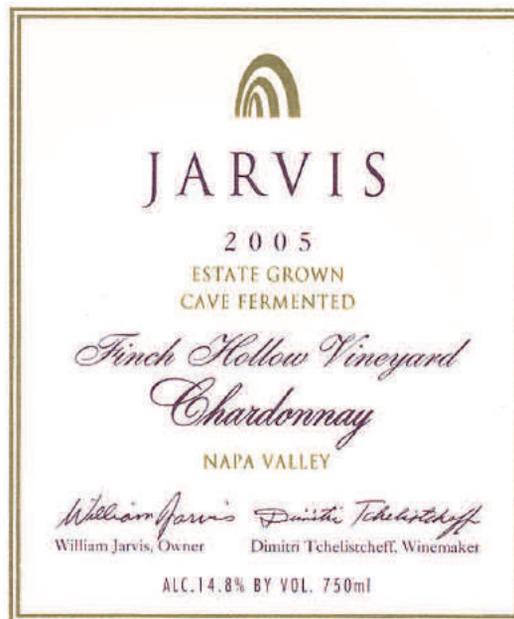
family's first decade as active participants in the booming Napa Valley wine industry.

While the successes of Jarvis are now part of modern Napa wine history, there is much more to Bill and Leticia Jarvis' role in Napa Valley.

In 1995, the couple renovated a 100-year-old stone building in downtown Napa and opened the Conservatory, a unique music and dance establishment that offers prospective students an opportunity to attend master classes in the various arts that make up operas. The Baroque Dance Workshop also offers excellent educational and theatrical presentation opportunities.

But it is essential to realize that wine is still the most important element in the Jarvis Family's broad perspective. The Jarvis Winery's philosophy is short and simple. "We aren't trying to be original," Bill Jarvis elucidated.

"We basically stick to tradition. We realize that everything in the wine business takes years to complete and that



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Bill and Leticia Jarvis



William and Leticia Jarvis

quality begins with the amount of sunshine the vines get each year. We really haven't expanded our winery very much since we opened and are quite happy with our present level of production at around 10,000 cases. We don't buy a single grape from anyone else and our spacing is among the best in the valley."

Jarvis is particularly proud of the 11-foot spacing he

employs in his vineyards. He feels this allows for maximum exposure to sunlight, his single most important prerequisite for a really great bottle of wine.

Jarvis Winery also holds their wines back an extra year (few wineries in Napa or anywhere else match this action), time that allows more development in Jarvis' prized wines. Another innovative fact is that Jarvis does not advertise its wines, preferring instead to stand on word of mouth referrals and gained reputation.

Jarvis employs Dimitri Tchelistcheff (son of legendary winemaker Andre Tchelistcheff) as winemaker. Along with Bill Jarvis, the two make all-important decisions regarding final blends for their wines.

Bill Jarvis is the epitome of a successful Napa Valley winery owner. He and his wines are basically understated and he enjoys their role as well as his part in the present and future development of cultural Napa Valley.

He is in many ways, a truly happy man.

Accolades and Tasting Notes



94-Points, "Exceptional" - Highest Rated Chardonnay of the Year,

Beverage Testing Institute — "Deep golden-straw hue. Rich, buttery baked apple aromas have an expensive oak accent. A generous entry leads a lush, full-bodied palate with opulent, intense flavors. Acidity lends some balance to the hefty frame. Extremely flavorful and lengthy finish. An exotic show wine to drink in youth."

Gold Medal, *World Wine Championships*

Critics Award, *Critics Challenge International Wine Competition* — Jarvis Winemaker, Dimitri Tchelistcheff's notes suggest "an inviting tropical nose of honey, pineapple, and gardenia with a slightly sweet, ripe fruit mouth-filling palate. This wine will continue to age beautifully when properly cellared through 2010."

Reorder

As a *Diamond Series* member you are about to experience a truly great Napa Valley Chardonnay that is destined for legendary status. The Jarvis 2005 Finch Hollow Estate Chardonnay showcases 22 years of dedication of the Jarvis family and the masterful winemaking talents of Dimitri Tchelistcheff. With a limited production of just 233 cases, we are pleased to offer this extremely rare and celebrated estate selection.

Enjoy now or hold until 2010.

Winery Direct: \$70.00

Diamond Series Price:
3 bottles-\$66.00 / bottle
6 bottles-\$62.00 / bottle
12 bottles-\$55.00 / bottle
(Plus shipping)

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