

Cliff Lede Vineyards

All sixty beautiful acres of Cliff Lede Vineyards reflect a dedication to exceptional quality and gracious hospitality. The independently owned winery boasts two handcrafted Stags Leap District wine brands, a museum-level art gallery and an exclusive luxury inn, making it the ideal wine country destination for those who appreciate life's finer things.

The Cliff Lede brand highlights Bordeaux varietal wines from its Stags Leap District estate, while the grapes for the Poetry Cabernet Sauvignon hail from the steep terraces of its Stags Leap District acreage. Guests can spend the day relaxing on the winery's sun-drenched porch area, strolling through the landscaped grounds to admire contemporary sculptures from owner Cliff Lede's personal collection, or checking out the rotating exhibits from both up-and-coming as well as established artists at The Gallery.

Adjacent to the vineyards, Poetry Inn, the only public accommodations in the Stags Leap District, sits five hundred feet above the valley floor. Designed by renowned architects Backen Gillam, the Inn's soothing neutral palette and deluxe amenities create an oasis of rural calm and seductive seclusion.

About the Cliff Lede Vineyards Winemaking Program

Committed to producing first-rate Bordeaux-style wines, Proprietor Cliff Lede put together a top-notch winemaking triumvirate that includes the extraordinary talents of Winemaker Michelle Edwards (formerly of Colgin), Vineyard Manager David Abreu (Harlan, Colgin, Bryant Family Vineyards and Screaming Eagle) and internationally renowned Winemaking Consultant Michel Rolland (Harlan, Bon Pasteur).

Completed in time for the harvest in 2005, the state-of-the-art winery is a testament to the complicated balance of art and science in winemaking. From its triple-fruit sorting system to truncated tanks to new caves, no corner was cut in creating a winemaking facility that will make the most of Cliff Lede's exceptional fruit.

The labor-intensive three-stage hand sorting system limits the amount of grapes that can be processed to a half ton per hour, but ensures that not a single inferior grape makes it into the tank. The chosen grapes are then lifted by a unique crane system that gently places the grapes inside the tanks foregoing the harsh, traditional pumping process. This eliminates shredded grape skins and facilitates the vineyard's preferred method of whole berry fermentation. Lede commissioned American tank manufacturer Mueller to recreate the distinctive truncated tanks he saw on a trip to Château Latour in Bordeaux with Michelle Edwards and David Abreu. The tapered shape of the tanks creates a higher skin-to-juice ratio to craft wines of deeper color and greater concentration. Following primary fermentation, all red wines are aged in a recently expanded 25,000 square-foot cave system. Naturally cool with high humidity, the caves are the ideal place for wines to go through secondary fermentation and barrel aging.

All of this cutting-edge technology is housed in a stunning contemporary building that celebrates its site. Renowned architect Howard Backen designed the facility to be functional yet aesthetically engaging, allowing the winemaking team to craft its wines in a landmark building that boasts natural light from abundant skylights and floor-to-ceiling glass entry doors.

About Cliff Lede Vineyards

Cliff Lede Vineyards was established in 2002, when Canadian businessman Cliff Lede purchased approximately 60 acres in the Northern end of the Stags Leap District. The winery's vineyards are planted to Bordeaux varietals - Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec and Petit Verdot. In April 2004, the vineyard released its first small-batch bottling of the 2001 Cliff Lede Cabernet Sauvignon. The flagship 2001 Poetry Cabernet Sauvignon was released shortly after, in October of the same year.

The winery's tasting room is located in a beautifully restored 1913 Craftsman-style building, redesigned by architects Backen Gillam. A private Club Room is available exclusively to members of the wine club.

The winery is located at 1473 Yountville Cross Road near the Silverado Trail and is open to the public daily from 10 a.m.-5 p.m. Tastings are \$20 per person for four wines. Tours are available by prior appointment at 10:30 a.m. and 2:30 p.m. for \$40 per person. Each tour concludes with a tasting. For additional information, please visit cliffledevineyards.com or call 707-944-8642.

About Poetry Inn

In 2003, Lede purchased an existing bed and breakfast located in the hills east of the Silverado Trail situated on Cliff Lede's Poetry Vineyard. After an extensive renovation by architect Howard Backen, the newly named Poetry Inn opened in May 2005. There are three rooms available for nightly rental and two reserved for fractional ownership. Each room boasts a wood-burning fireplace, fine Italian linens, a king-sized bed and both indoor and outdoor showers. Guests can live the life of a Napa Valley vintner for a night or more, enjoying a massage in the open air, sipping wine on a private terrace, or lounging by the pool. A mouthwatering three-course breakfast is the perfect way to start a full day of wine tasting. Guests also have the privilege of choosing rare wines from the Inn's private cellar. The Inn's collection focuses primarily on Bordeaux and rare Napa Cabs. Poetry Inn offers the only public accommodations in the Stags Leap District. For additional information, please visit www.poetryinn.com or call 707-944-0646.



Cliff Lede Vineyards Fact Sheet

Address:	1473 Yountville Cross Road Yountville, CA 94599
Contact:	Phone: 707-944-8642/800-428-2259 Fax: 707-944-8020 URL: www.cliffledevineyards.com Email: info@cliffledevineyards.com
Proprietor:	Cliff Lede
Winemaker:	Michelle Edwards
Vineyard manager:	David Abreu
Consulting winemaker:	Michel Rolland
Vineyards:	Set at the northern end of the Stags Leap District, the winery has 60 acres of estate vineyards planted to the red Bordeaux varietals Cabernet Sauvignon, Merlot, Cabernet Franc, Petite Verdot, and Malbec.
Wines:	Cliff Lede Vineyards produces the Cliff Lede Cabernet Sauvignon (\$50), Claret (\$35) and Sauvignon Blanc (\$22) and the flagship Poetry Cabernet Sauvignon (\$120).
The Winery:	Completed in 2005, the state-of-the-art winery designed by architect Howard Backen of Backen Gillam features a triple fruit sorting system, unique truncated tanks and a 25,000 square-foot system of caves.
Tasting room:	The winery's tasting room was redesigned by Howard Backen and features a private Club Room exclusively for members of the wine club, as well as a spacious porch area, ideal for enjoying the beauty of Napa Valley.
Art at Cliff Lede Vineyards:	Contemporary sculptures by renowned artists such as Lynn Chadwick, Jim Dine and Keith Haring are part of the winery's permanent collection while the Gallery at Cliff Lede Vineyards features rotating shows from well-known artists.

Hours:

The tasting room at Cliff Lede Vineyards is open to the public daily from 10 a.m.-5 p.m. Tastings are \$20 per person for four wines. The Gallery at Cliff Lede Vineyards is open daily from 10 a.m. – 4 p.m.

Distribution:

Wines can currently be shipped directly from the winery to 44 states and are distributed in Alberta, Ontario and British Columbia in Canada, and in California, Colorado, Connecticut, Florida, Georgia, Hawaii, Iowa, South Dakota, Illinois, Kentucky, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, North Carolina, Oklahoma, Oregon, South Carolina, Texas, and Washington.

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**FOR MORE INFORMATION OR TO SET UP A MEDIA VISIT,
PLEASE CONTACT C. MILAN COMMUNICATIONS AT 415-392-6600.**

Cliff Lede
Proprietor

You can talk to Cliff Lede for a long time and never hear the word “I.” He doesn’t like it. He prefers “we.” It’s less grandiose, more inclusive. It’s more indicative of cooperation and teamwork, central tenets of his efforts to date at six-year-old Cliff Lede Vineyards. In fact, the first thing the Canadian businessman did when he acquired a vineyard and winery in the Napa Valley was to start assembling a team. Then, together, they set themselves on a course toward winemaking excellence in a gorgeous, prime corner of the renowned Stags Leap District.

Cliff Lede (pronounced “LAY-dee”) was born in Edmonton, where he grew up making “basement wine” with his mother. In his late 20s he began hanging around a local wine store and talking with its knowledgeable owner, who gave Cliff his first taste of good Bordeaux, a Ducru Beaucaillou. “I remember thinking, *This is pretty good wine,*” he says in typically understated fashion.

Many years later, Cliff still likes Bordeaux...OK, he’s crazy about it. He collects it (and has since the 1982 vintage). He reads everything about it. He buys futures of it. He looks for deals on it. If a restaurant wine list has a bottle of Mouton he’s missing from his vertical collection, he’ll try to strike a deal with the owner to obtain it. “Collecting became a passion,” he says. On one trip to the Bordeaux region, he remembers thinking, “Boy, wouldn’t it be great to have a little bit of this for my own?” Then he returned to Canada and reality hit: France is a long flight and many time zones from his home in Vancouver. He didn’t speak the language. And what about cultural differences? What about his family? He let the idea drop.

A year earlier, though, in 1997, Cliff had visited Napa on a business retreat and liked it. A runner, he recalls standing in warm sunshine one winter day and thinking, “You can get up in February and go for a run in shorts; it sure would be nice to own some of this...” But again the notion remained only a dream. On his next Napa trip, something clicked – maybe it had to do with being in his own time zone, because a moment later he said, “A person should probably start looking.”

And so he began his search, which would eventually lead him to the quiet, strikingly beautiful, out-of-the-way 60-acre property in the Stags Leap District. He’d found his “some of this,” and it happened to be planted with the red varieties – Cabernet Sauvignon, Cabernet Franc, Merlot, Malbec and Petite Verdot – that do so well in the Stags Leap District. The team at Cliff Lede Vineyards had their mission. “We want to take Bordeaux varieties to a whole new level here, and we’re doing what it takes to achieve that,” Cliff says. “Many years from now, wine lovers will still be seeking rare wines from our area, and we hope to make some of them.”

Having defined the vision, Cliff has set about making it reality by hiring the best team of vineyard managers, winemakers, and support staff he could find—veterans who know, as Cliff says, “much more about wine than I ever will.”

**Michelle Edwards
Winemaker**

It was while backpacking through Europe that Washington-state native Michelle Edwards got her first inkling of the role wine might play in her life. At the time, she was a premed student at the University of Washington, balancing her focus on the required core science curriculum with what she refers to as “the interesting classes beyond biology and physics” – like anthropology.

Inspired by how wine served as a nexus of nature, culture, science and art in Europe, she returned to Washington and found a job in a winery tasting room. Soon, she took the fateful step...into the cellar.

“That was it,” she says. The path to her future was clear.

“I loved discovering the endless complexity of variables involved in making wine,” says Michelle. “I loved that at any given moment it could be about the vineyard, the soil, the rocks, the birds in the sky, or the barrel and where it came from – and I loved knowing that I’d never know it all and I’d never get bored.”

“Michelle was a natural choice for us,” says Proprietor Cliff Lede. “She has terrific energy and a true passion for wine. She has provided valuable insights during construction of our new state-of-the-art winery. We couldn’t be happier to have her.”

The feeling is mutual. “Being the winemaker at Cliff Lede Vineyards is a dream job on so many levels,” Michelle says. “It’s a superb property that can be the source of truly world-class wines, and everyone here is dedicated to achieving that. But they’re also casual and relaxed in the midst of it all. There’s no pretension. Winemaking is their life, and yet...it’s not.”

Michelle fits right in.

“I’m Gen-X,” she says, “but I may not be typical. I’m very dedicated to my work, but I also like the rewards that come from it. I enjoy the balance that I find in working hard and playing hard.”

When she’s not hiking, hanging out with friends, or enjoying her three dogs, she likes to fish, another realm where dedication to understanding the complexities of nature leads to fun and satisfaction.

Since graduating from the University of Washington with a degree in anthropology (*not* premed), Michelle has earned a bachelor of science degree in viticulture and enology at UC Davis, lived in Alaska, endured 12-hour graveyard shifts at a grape-crushing facility in southern Australia and worked harvests at Peter Michael Winery in Knights Valley and J Vineyards & Winery in the Russian River Valley.

She came to Cliff Lede Vineyards from Colgin Cellars, where she served as the assistant winemaker for three years and worked with master viticulturist David Abreu. David is now managing the vineyards at Cliff Lede, so Michelle will continue working with him to source the secrets of each vintage.

“Nature throws all kinds of variables at you,” she says, “but if I’m true to the culture of the vineyard and understand how to work with the vagaries of nature, I can embrace variability while consistently making great wine.”

Michelle is a professional member of the American Society of Enology and Viticulture (ASEV) and a member of the Napa Valley Wine Technical Group.

Jack Bittner
Vice President and General Manager

Jack Bittner felt the lure of Cliff Lede Vineyards long before he became the winery's vice president and general manager. Jack says, "I used to drive by the property every day. I saw the buildings going up and got a sense of the possibilities." So what finally hooked him?

"Two things," he says. "First there was Cliff. I could see his passion, his commitment to producing fine wine and his willingness to make tough decisions and do what it takes to reach that goal – like keeping yields low and using only the best clusters. Then there were the wines themselves. The first offerings from this project are excellent."

Jack hasn't always found himself in quite such lofty realms of the wine world. He got his start sipping considerably rougher stuff: apple wine he made in the garage with his father while growing up in a small town in Massachusetts. Jack has fond memories of purchasing farm apples, watching the basket press and hauling the juice into a musty cellar at home. But the most powerful memory, "the one thing I took away from it," he says, cringing, "was that our wine was terrible. It was awful. And from that I have an appreciation of all that can go wrong."

Which made it that much better when he discovered how profoundly things can go right. He was in college and working part-time at a wine shop. The owner invited him to try a 1983 Cos d'Estournel. "We were standing in the back of the store," he recalls, "with the bottle on another carton of wine, and we were drinking it out of jam jars. It was a shocking moment. I was suddenly aware of a level of quality I didn't know existed. If apple wine had been my baptism, that Cos d'Estournel was my confirmation."

Upon graduating from Boston College in 1992, he packed up his new passion and headed for the Napa Valley. He's been there ever since. He first worked at a pair of fine Napa Valley boutique vintners, Clos Pegase and St. Supéry Vineyards & Winery. From St. Supéry, he moved to Silverado Vineyards, where he played a key role in the winery's marketing and sales efforts.

Jack brings to Cliff Lede Vineyards strong relationships throughout the industry, the vision and experience to develop Cliff Lede into a world-class brand and the management skills that have enabled him to engage his staff in reaching shared goals.

He recently earned his MBA from UC Davis, which has added more depth and breadth to his already keen understanding of business acquired during fifteen years in the wine trade. "It helped me see how non-wine businesses do things," he says. "It gave me a better understanding of the macro-economics of agriculture, of how the hospitality industry works, even of how my own distributors operate and why some are more successful than others."

Jack lives in St. Helena with his wife and their Rhodesian Ridgeback. An avid cyclist, Jack says his favorite ride in the valley is the climb up Howell Mountain. It's no surprise—there are grapevines there.

Poetry Inn Fact Sheet

- Address:** 6380 Silverado Trail (at the Yountville Cross)
Napa, California 94558
- Contact:** Phone: 707-944-0646, Fax: 707-945-0766
Web: www.poetryinn.com Email: visitus@poetryinn.com
- Owner:** Cliff Lede
- Innkeepers:** Chris Parkes, Lena Thompson, & Daniel Hauck
- About Poetry Inn:** Perched above the vineyards of the Napa Valley's Stags Leap District, this luxurious and exclusive inn offers the discerning traveler all of the sensory pleasures of the wine country. Each room boasts a wood-burning fireplace, luxury Italian linens on king beds and an outdoor shower. Guests can live the life of a Napa Valley vintner, if only for a night, enjoying a massage in the open air, sipping sparkling wine on a private terrace or just lounging by the pool. A mouthwatering three-course gourmet breakfast is served daily by the innkeepers and is the perfect start to a day of wine tasting throughout the valley. Guests may also choose to whet their palates with a bottle of fine and rare wine from the Inn's private cellar. The collection available at the Poetry Inn is extensive and focuses primarily on Bordeaux and the winery's Cliff Lede and Poetry wines. Poetry Inn offers the only public accommodations in the Stags Leap District. Three rooms are available for nightly rental, and two are reserved for fractional ownership.
- Décor:** The Inn's interiors are a comfortable blend of classic and contemporary furnishings with a textural palette of soft green, gold, blue and rust tones inspired by the surrounding landscape and views. The furniture is constructed of warm woods, accented by leather and linen. Each space, public and private, hosts original works of art that celebrate the pastoral. The overall effect is one of rural calm and seductive seclusion.
- Bedding:** Each room's large and inviting bed is draped with sumptuous Italian linens of crisp white and complimentary earth tones. Piles of fluffy pillows beckon.
- Bathrooms:** Each bathroom is a sanctuary, with a large soaking tub, both an indoor and an outdoor shower with rain showerheads and dual vanities. The bathrooms are unique in layout and surfaces, employing *Beauharnaise* Rose limestone and *Giallo Reale Palladio* marble. The tubs have stunning valley views. Each of the bathrooms is large enough to accommodate lounging furniture, and the Robert Frost room has a vista-rich hammock in its outside shower deck.

More...

POETRY INN FACT SHEET/Add one

Whole Property: Parties may reserve the whole property by contacting the Innkeepers. Minimum stay requirements may apply.

Room Rates: Rates range from \$460 (low season weekday) to \$1,400 (high season weekend). Whole house occupancy ranges from \$3,260 (low season weekday) to \$4,855 (high season weekend). These rates are valid through November 2008. Please call for more information.

Reservations: The Poetry Inn has been created for adults seeking a tranquil and romantic environment. Therefore, the Inn is not an appropriate place for children under sixteen. Also, please leave your pets at home.

For reservations call 707-944-0646 or email the Innkeepers at visitus@poetryinn.com.

Credit Cards: Visa, MasterCard, American Express or Diner's.

For more information about Poetry Inn, go to www.poetryinn.com or call 707-944-0646.

**FOR MORE INFORMATION, PLEASE CONTACT
C. MILAN COMMUNICATIONS AT 415-392-6600.**

The Gallery at Cliff Lede Vineyards and Cliff Lede Vineyards' Permanent Collection

Cliff Lede Vineyards is pleased to showcase contemporary sculptures from proprietor Cliff Lede's personal collection—including pieces by Chadwick, Dine and Haring—in the winery's spectacular Stags Leap District setting.

The Gallery at Cliff Lede Vineyards brings rotating shows to the property.

The following exhibitions, curated by I. Wolk Gallery of St. Helena, California, will be featured at The Gallery in 2009:

January 26 – April 22: Select artists, "The Outsiders"

A well know group of seven contemporary artists who regularly paint together and are carrying on the California plein air tradition.

April 23 – August 18: Susan Friedman, "Equus"

Featuring her most recent work, "Equus" is about our spirits and our sense of wildness through the image of the horse.

August 19 – December 1: Select artists, "Italy and Provence"

Featuring four artists whose work focuses on the landscape of Italy and Provence.

The following sculptures are in Cliff Lede Vineyards' permanent collection:

Name of Piece: "High Wind IV"
Artist: Lynn Chadwick
Date of Piece: 1995
Dimensions (H/W/D): 69" x 26" x 47.5"
Medium: Bronze sculpture
Artist Nationality: British

Name of Piece: Untitled (Three Dancing Figures)
Artist: Keith Haring
Date of Piece: 1989
Dimensions (H/W/D): 50" x 68.75" x 59.5"
Medium: Aluminum
Artist Nationality: American

Name of Piece: "Asaf & Yo'ah"
Artist: Boaz Vaadia
Date of Piece: 2001
Dimensions (H/W/D): 78" x 100" x 100"
Medium: Bronze, bluestone, boulder
Artist Nationality: American

Name of Piece: "Twin 6' Hearts"
Artist: Jim Dine
Date of Piece: 1999-2002
Dimensions (H/W/D): 81" x 107" x 62"
Medium: Patinated Bronze
Artist Nationality: American

Name of Piece: "Twin Venuses from Thunder"
Artist: Jim Dine
Date of Piece: 1999
Dimensions (H/W/D): 64" x 63" x 33"
Medium: Patinated Bronze
Artist Nationality: American

Name of Piece: "Pecos" Edition 2/7
Artist: Joe Fafard
Date of Piece: 2003
Dimensions (H/W/D): 52" x 47.5" x 20"
Medium: Bronze
Artist Nationality: Canadian

Name of Piece: "Valentina" Edition 3/7
Artist: Joe Fafard
Date of Piece: 2002
Dimensions (H/W/D): 59" x 58" x 21"
Medium: Bronze and Patina
Artist Nationality: Canadian

Name of Piece: "Valentina" Edition 4/7
Artist: Joe Fafard
Date of Piece: 2002
Dimensions (H/W/D): 59" x 58" x 21"
Medium: Bronze and Patina
Artist Nationality: Canadian

Name of Piece: "Grace Kelly"
Artist: Tony Scherman
Date of Piece: 2002
Dimensions (H/W/D): 84" x 84"
Medium: Encaustic
Artist Nationality: Canadian

Cliff Lede Vineyards Chronology

March 2002: Cliff Lede purchases approximately 60 acres in the Stags Leap District.

April 2004: Release of first Cliff Lede brand wines: the 2001 Cliff Lede Cabernet Sauvignon, Stags Leap District and the 2001 Cliff Lede Merlot, Stags Leap District.

June 2004: Opening of new Backen Gillam-designed tasting room in a renovated 1913 Craftsman-style bungalow.

Summer 2004: David Abreu joins the team as Vineyard Manager.

October 2004: Release of the 2001 “Poetry,” the flagship proprietary Cabernet Sauvignon bottling from estate-grown grapes harvested in the winery’s prime hillside Stags Leap District vineyard of the same name.

Wine industry sales and marketing veteran Jack Bittner joins Cliff Lede Vineyards as Vice President and Director of Sales and Marketing.

November 2004: Michelle Edwards joins as Winemaker.

Spring 2005: Michel Rolland, world-renowned winemaking consultant, joins the team to consult on blends.

May 2005: The luxurious Poetry Inn opens as the only public accommodations in the Stags Leap District.

June 2005: The Gallery at Cliff Lede Vineyards opens, featuring rotating shows by renowned contemporary artists.

Harvest 2005 The new state-of-the-art winery is completed, contiguous with the new caves and renovated original caves, in time for harvest 2005.

Recent Accolades:

Cliff Lede Vineyards:

“91 Points... The 2006 Cabernet Sauvignon Stags Leap District is **one of the best Cabernet Sauvignons one can buy at this price point**, particularly given the Shangri-La prices of Napa. It is a supple, stylish wine that doesn't cheat the consumer on flavor or complexity. It should evolve for at least 15 or so years.”

-Robert Parker

“2006 turned out to be very successful for the wines of Cliff Lede, all displaying the elegance one expects from the Stags Leap region, but with substantial flavors as well as intensity.”

– Robert Parker

“In 2005 Cliff Lede's winery in Napa Valley's Stags Leap District added unique fermenters that resemble concrete eggs. Apparently they work beautifully tuning out this luscious wine with notes of grapefruit and melon.”

-Food & Wine Magazine, October 2008 – **2007 Cliff Lede Sauvignon Blanc** – best Sauvignon Blanc over \$20

“Winemaker Michelle Edwards is making the most of some great vineyards. All three of this winery's best Napa values – a Cabernet, claret and a Sauvignon Blanc – are fresh, tight and focused, with much of the fruit estate-grown.”

– Wine Spectator, January 2009.

Poetry Inn:

“...Or consider the intimate Poetry Inn set on a pastoral hillside.

-Travel & Leisure's 50 Best Romantic Getaways, February 2009

“Napa excels at luxury; a perfect example is the three-room Poetry Inn on a hillside overlooking Stags Leap. Expect impeccable service.

-Sherman's Travel, April/May 2009

“With three rooms, Poetry Inn is Napa Valley's most exclusive new hotel.”

- Food & Wine, April 2006

“...a microclimate of luxury where slippers magically appear beside your bed, the pillow is preordered to your specifications, and killer views from your private terrace lull you into believing that the entire Napa Valley is yours and that you are the only one with the key.”

-Architectural Digest, June 2006