

LEDE FAMILY WINES

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Lede Family Wines

Lede Family Wines encompasses two distinct wine brands: Cliff Lede Vineyards with its flagship wine *Poetry*, located in the Stags Leap District of Napa Valley and Anderson Valley's FEL Wines, with its estate Savoy Vineyard wines highlighting the portfolio. Our sister property Poetry Inn is a five-room small luxury hotel perched above our Poetry Vineyard, affording guests world-class hospitality and unparalleled views of the Napa Valley.

A strategic thinker and visionary, Cliff Lede (pronounced lay-dee) is the driving force of a company that at once holds the values of the great Old World winemaking traditions, with the energy, youth, and spark of the New World. The wines are intrinsically connected to the land, yet his viewpoint is forward-thinking and entirely fresh. Since founding his namesake winery in 2002, Lede has successfully led the combination of estate vineyards, winemaking, art, architecture and music into one of Napa Valley's most modern and diversified estates.

One of Lede's greatest attributes is his ability to recognize talent. He believes in hiring experts to do what they do best, and putting them in positions in which they will succeed. As such, he provided the vision and resources for vineyard architect David Abreu to plant the estate's vineyards with incredible precision. He sought out the expertise of architect Howard Backen to build a state-of-the art, gravity-flow winery on the estate. His executive team, headed by Vice President and General Manager Remi Cohen, along with winemakers Christopher Tynan for Cliff Lede Vineyards, and Ryan Hodgins for FEL Wines, are given not only the tools, but also the open mind of a humble and trusting leader, to produce the best wines possible.

Cliff Lede Vineyards and Poetry

Cliff Lede Vineyards was founded in 2002 by Cliff Lede following the acquisition of 60 acres in the Stags Leap District of Napa Valley. With a focus on producing wines from estate vineyards, Lede tapped David Abreu, considered the best viticulturist in Napa Valley, to replant and farm the vineyards. The plantings were so specific and precise to each soil type and exposure that, to keep track without having to refer to a clipboard, Lede decided to name each block after some of his favorite rock songs and albums—from "My Generation" to "Dark Side of the Moon," creating what is known today as the Cliff Lede Vineyards' "Rock Blocks." The winemaking team gets creative with this invention, annually crafting a small-lot Rock Block bottling, a "mash up" of two or more blocks, available in the tasting room and to the wine club.

The vineyards on the valley floor surrounding the tasting room and winery are referred to as Twin Peaks Vineyard. The soil is predominantly gravelly-loam, and the vines are planted to red Bordeaux varieties, including Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, and Malbec. This property forms the backbone of the Cliff Lede Stags Leap District Cabernet Sauvignon.

The steep, southwest-facing, hillside vineyard that climbs beyond the Poetry Inn is the Poetry Vineyard. It reaches from the highest elevation in the Stags Leap District down to the Silverado Trail. The vineyard receives plenty of sunshine and is made up of a combination of shallow volcanic soils on top of fractured shale. This vineyard is the source for the winery's flagship Cabernet Sauvignon, Poetry. In 2013, The Lede family acquired a 20-acre vineyard in Calistoga, which is planted mostly to Cabernet Sauvignon and a small amount of Sauvignon Blanc.

The state-of-the-art winery, designed by world-renowned architect Howard Backen and completed in 2005, combines time-tested techniques with innovative technology. The winery features a Pellenc optical sorting machine, which sorts grapes based upon quality settings established by the winemaker.

Cliff Lede Vineyards' production is overseen by Vice President and General Manager Remi Cohen along with Winemaker Christopher Tynan. Wines produced include: Sauvignon Blanc, Napa Valley; Cabernet Sauvignon, Stags Leap District; Cabernet Sauvignon, Beckstoffer To Kalon Vineyard; Scarlet Love, Stags Leap District; Songbook, Napa Valley; and the flagship wine, Poetry, Stags Leap District, among others that are offered only to wine club members.

FEL Wines

In 2009, Cliff Lede expanded into Pinot Noir, Chardonnay, and Pinot Gris following the purchase of Breggo Cellars in Anderson Valley. In 2014, as a tribute to his mother, Florence Elsie Lede, Lede renamed the brand FEL Wines. After all, it was she whose home winemaking hobby sparked Lede's curiosity in wine when he was in his youth.

In 2011, the Lede family acquired the Savoy Vineyard, which is recognized as one of the benchmark Pinot Noir and Chardonnay vineyards in California. This southwest-facing, gently sloping vineyard was planted by Richard Savoy in 1991 near the junction of Gowan Creek and the Navarro River. Encompassing 44 acres, it is planted to a diverse array of Dijon and heritage Pinot Noir and Chardonnay clones, and is divided into 34 sub-blocks, which are each managed individually to maximize quality. Fruit from the Savoy Vineyard is also sold to Littorai, Radio-Coteau, Auteur, Failla, WALT, and Peay.

Likewise, winemaker Ryan Hodgins purchases fruit from other great vineyards in the Anderson Valley and Sonoma Coast for the FEL portfolio's single-vineyard bottlings. The full array of wines includes: Anderson Valley Pinot Noir, Anderson Valley Chardonnay, Anderson Valley Pinot Gris, Savoy Vineyard Pinot Noir, Savoy Vineyard Chardonnay, Ferrington Vineyard Pinot Noir, Hirsch Vineyard Pinot Noir, Donnelly Creek Vineyard Pinot Noir.

Tasting and Visiting

Guests may taste wines from Cliff Lede Vineyards and FEL Wines inside the 1913 Craftsman-style tasting room in Yountville, also redesigned by Howard Backen.

The tasting room at Cliff Lede Vineyards is open to the public daily from 10 a.m. to 4 p.m., and offers something for any discerning visitor: meticulously crafted estate-driven wines, outdoor seating with breathtaking views, and museum-quality art throughout the property. Tastings are \$35 per person in the main tasting room or priced by the glass in the FEL Pinot Garden, appointment recommended. Tastings are available on the veranda for \$50, or in the "Backstage" tasting lounge for \$75, with advance appointments required.

Two contemporary sculptures by renowned artist Jim Dine (Twin Venuses from Thunder, Twin 6' Hearts) are part of the winery's permanent collection, while the "Backstage" private tasting area features rotating shows from well-known artists.

Poetry Inn

Cliff Lede opened Poetry Inn in 2005, creating one of Napa Valley's most secluded luxury boutique hotels. The elegant five-room property is a hidden gem, perched high above the valley floor, and offers the only accommodations in the Stags Leap District. Accessible only to registered guests by way of a steep, gated drive, it is the ultimate wine country sanctuary for those seeking privacy with the tailored service of a personal concierge.

Designed by Howard Backen, no two rooms at Poetry Inn are alike, and each room offers sweeping views of the Napa Valley. All rooms are appointed with a king sized bed, a wood-burning fireplace and luxury Italian linens. Rooms feature hand-hewn wood floors, original artwork and private balconies. These balconies face west, making sunset a spectacular time to relax and unwind. Bathrooms are spacious and built of Beauharnais Rose Limestone, and Palladiana Marmo Giallo Reale marble. Each has lounging furniture, dual vanities, a large soaking tub and both indoor and outdoor showers with rain showerheads. The romantic nature of the rooms has fostered many return visits and several marriage proposals.

Poetry Inn's treatment room is one of the most tranquil and intimate spaces in all of wine country. Therapists can be arranged for massages, facials and a host of other treatments.

Guests may enjoy breakfast in the main lounge or on the outdoor patio, surrounded by picturesque views of the valley floor. The three-course, gourmet breakfast starts with freshly brewed coffee and home-baked pastries, and is followed by mouthwatering seasonal dishes such as market hash with maitake mushrooms, kale, sausage and fried egg, buttermilk waffles topped with sweet crème fraiche, and smoked salmon atop a fresh brioche. Lunches or dinners are available by prior arrangement with a local renowned chef, or by the house chef. Groups renting the whole inn may choose to partake in meals in the central lounge or on the Sunset Terrace. Poetry Inn also serves wines from the Lede Family Wines portfolio through the property's private cellar.

In the interest of adult guests seeking a tranquil and romantic environment, Poetry Inn is not an appropriate place for pets, or for children under the age of 16. Parties may reserve the whole property by contacting the innkeepers, and minimum stay requirements may apply. Rates range from \$650 (low season weekday) to \$1975 (high season weekend.) For more information, please call the inn at 707-944-0646.

The Farmhouse at Poetry

Nestled amongst the vineyards of Napa Valley's famed Stags Leap District, The Farmhouse at Poetry is smartly understated, effortlessly elegant, and private. A monthly Napa Valley vacation home, the three bedroom, four bathroom property features a gourmet kitchen with top-of-the-line appliances, private pool, lounging area and expansive indoor and outdoor entertaining space.

The Farmhouse's prime location off the Silverado Trail offers easy access to many of Napa Valley's top wineries, and is just two short miles from the town of Yountville's world-class restaurants and tasting rooms. The Farmhouse is available for monthly rental from \$17,000-\$25,000. For more information, or for Farmhouse reservations, please contact one of our Innkeepers at (707) 944-0646 or email visitus@poetryinn.com.

**FOR MORE INFORMATION, PLEASE CONTACT JARVIS COMMUNICATIONS
310.313.6374**

Cliff Lede

Since founding his namesake winery in 2002, Cliff Lede (pronounced lay-dee) has put every emphasis towards creating a modern and diversified world-class estate. A strategic thinker and visionary, Lede is the driving force of a company that at once holds the values of the great Old World winemaking properties, with the energy, youth and spark of the New World. His wines are intrinsically connected to the land, yet his view point is forward-thinking and entirely fresh. One visit to the Cliff Lede Vineyards property, which is full of contemporary art and is juxtaposed with vineyard blocks named for classic rock songs, and it is clear that to him, wine—like music and art—is a source of great beauty.

Lede grew up involved with his family's successful construction business in Canada, and first discovered the splendor of the Napa Valley while on a business retreat in the 1990s. An avid long-distance runner, he explored the back roads of Napa Valley throughout his trip. The area resonated a great deal with him, as he had collected Bordeaux wines since his late 20s. Frequent return visits ensued, and he was soon exposed to everything Napa Valley has to offer: beautiful land, some of the world's greatest restaurants and a core of friendly, passionate and hardworking people that reminded him of his own community.

Lede soon began searching for a property in Napa where he could start a winery. Determined to plant his roots in the Stags Leap District for its complex and age-worthy wines, he remained patient and focused.

Upon learning that a Stags Leap District estate was for sale, Cliff recognized the opportunity and, after months of negotiations, established Cliff Lede Vineyards. One year later, the southwest facing hillside just above the Silverado Trail became available. Following the acquisition of the rare hillside property, Cliff named it the Poetry Vineyard. In 2005, he opened Poetry Inn, one of Napa's most secluded luxury boutique hotels, perched high above the valley floor overlooking the winery and vineyards. In 2009, he expanded to include cooler-climate varieties from the Anderson Valley as his love for creating things led to the purchase of the Savoy Vineyard and the creation of a new brand, FEL, named for his mother, Florence Elsie Lede.

Remi Cohen
Vice President and General Manager

Remi Cohen is the vice president and general manager of Lede Family Wines, encompassing Cliff Lede Vineyards in the Stags Leap District of Napa Valley and FEL Wines in the Anderson Valley. Remi directs the winemaking process from vineyard to bottle and is responsible for top quality, small-lot winemaking expressive of appellation and vineyard site. In addition, she oversees the sale of all wines through the hospitality experience and the wine club programs direct to consumer, and throughout the domestic and international markets.

Remi was introduced to Cliff Lede through viticulturist David Abreu, Lede's vineyard architect. The two bonded over a shared vision for sustainable farming, gentle winemaking practices and a no-holds-barred focus on producing the highest quality wines, and in 2012, Remi became director of winemaking and viticulture at Cliff Lede Vineyards. In 2014, Remi was promoted to vice president and general manager of Lede Family Wines.

Prior to joining Lede Family Wines, Remi founded her own viticultural and winemaking consulting company called Vines to Wine, where she worked with Cliff Lede Vineyards since 2010. Before establishing Vines to Wine, Remi was the vice president of operations at Merryvale Vineyards, where she oversaw all of the farming, grower relations and direct to consumer sales programs. Previously, she worked at Bouchaine Vineyards and Saintsbury Winery in their viticulture and vineyard operations departments.

Born and raised in East Brunswick, New Jersey, Remi moved to the West Coast to attend U.C. Berkeley where she received her Bachelor of Science degree in molecular and cellular biology. She then enrolled in the Viticulture and Enology program at U.C. Davis, where she received her master's degree. Remi later completed her M.B.A. at Golden Gate University in San Francisco.

Remi is an advocate of sustainable farming practices and has hosted lectures on sustainability and winegrowing at venues including U.C. Berkeley, U.C. Davis, Commonwealth Club, Society of Wine Educators, and the American Society of Enology and Viticulture. She is on the board of the Napa Valley Grapegrowers and the Stags Leap District Winegrowers Association and is also a Court of Master Sommelier Certified Sommelier.

Remi resides in Napa. When she's not in the vineyard or winery, she enjoys traveling to various wine regions throughout the world, listening to live music and studying world music, dance, and yoga.

Christopher Tynan
Winemaker, Cliff Lede and Poetry

Christopher Tynan's self-taught, avant-garde approach to winemaking is a style that pays tribute to both tradition and innovation. His exacting philosophy of only employing low-yield vines from select sites, and minimal intervention in the winery, ensures that each bottle expresses the distinct nuances of each site, block and vintage.

Born in New York and raised in Texas, Christopher Tynan began his wine career in the vineyard, working summers doing irrigation management for vineyards across Napa and Sonoma counties. Following a harvest at Cain Vineyard & Winery in 2004, he was given an opportunity to work the 2005 harvest with the renowned winemaking and viticulture team of Helen Turley and John Wetlaufer at Blankiet Estate in Yountville. In 2006, Christopher became the assistant winemaker at the prestigious Colgin Cellars on Pritchard Hill. At Colgin, Christopher worked closely with Vintner Ann Colgin, Winemaker Allison Tazuet and Vineyard Manager David Abreu for the next five years. It was here where he learned and embodied the standard for excellence in all aspects of winemaking and viticulture.

In 2012, Christopher was introduced to Cliff Lede by David Abreu and joined the Cliff Lede Vineyards team shortly thereafter. Christopher brings an unmatched passion and fervent attention to detail to the Lede Family Wines team.

Christopher has a degree in English and Art History from Texas State University and in his free time enjoys collecting wine and traveling.

Ryan Hodgins
Winemaker, FEL Wines

Ryan Hodgins is the winemaker for FEL Wines, which produces Pinot Noir, Chardonnay and Pinot Gris from vineyards in the Anderson Valley and Sonoma Coast.

Raised in the Pacific Northwest, Hodgins attended Oberlin College in Ohio, where he often had conversations with his plant biology professor about winegrowing. Though he explored a few careers upon graduation, his interest in wine was piqued, and he soon relocated to California and enrolled in the Master's program at U.C. Davis and graduated with a degree in Viticulture & Enology. As a means of researching the topic for his thesis – Pinot Noir tannins in the Willamette Valley – Hodgins got his first hands-on vineyard experience while working harvest at Witness Tree Vineyard in Salem, Oregon. Upon graduation in 2004, he spent a year gaining experience in other regions at wineries such as Acacia Vineyard in Napa, where he served as harvest enologist, and Krishna Valley Winery in India, where he served as visiting winemaker.

In 2005, Hodgins returned to the United States and accepted a full-time position as assistant winemaker and viticulturist at Hanzell Vineyards, a role that helped hone his expertise in Pinot Noir and Chardonnay from Sonoma. While at Hanzell, Hodgins also worked as the founding consulting winemaker for Breggo Cellars in the Anderson Valley. The Lede family's acquisition of Breggo Cellars (now FEL) in 2009 allowed Hodgins to become full-time winemaker. The Lede Family purchased the Savoy Vineyard in 2011, a benchmark vineyard in the Anderson Valley, giving Hodgins access to his first estate vineyard.

Hodgins has a strong connection to the region and to his vineyards. He spends much of his time in the vineyards and exercises a hands-off approach in the winery, in favor of letting each vineyard and each block speak in the bottle. Both Hodgins and Cliff Lede share the same vision for FEL Wines: to create an exciting portfolio of wines that are complex and elegant with pronounced acidity and the ability to age well.

On the rare days that he is not in the winery or walking the vineyards, Hodgins spends time in the garden with his wife and three young children, feeding their appreciation for Mother Nature and agriculture.