

# CLIFF LEDE

## VINEYARDS

Cliff Lede Vineyards is a multi-generational family-owned and operated winery that farms over 160 acres of exceptional estate vineyards in Napa Valley. Located in the famed Stags Leap District, the focus is on Cabernet Sauvignon with “Poetry” and “Rhythm” being the highest expressions of this unique 53-acre property. The plantings are so specific and precise to each soil type and exposure that, to keep track without having to refer to a clipboard, Cliff decided to name each block after some of his favorite rock songs and albums. From “Hey Jude” to “Dark Side of the Moon,” he created what is known today as the Cliff Lede Vineyards “Rock Blocks.” Additional estate vineyards in Carneros and Calistoga naturally balance the portfolio of Napa Valley wines. For over 20 years, Cliff Lede Vineyards has prioritized crafting wines of extraordinary quality with authenticity and sustainability in mind.

Farmed by Director of Vineyard Operations Eric Gallegos and his team, the Stags Leap District estate is split into two distinct vineyards in the northern corner of appellation. The steep, west-facing hillside vineyard is the Poetry vineyard. It reaches from the valley floor up to the highest elevations of the Stags Leap appellation. This site is composed of a combination of shallow volcanic soils on top of fractured shale, which produces extremely concentrated berries. This iconic 16-acre vineyard is the sole source for the winery’s flagship Cabernet Sauvignon, “Poetry.” Next to the hillside, the Rhythm vineyard sits on the subtle slopes surrounding the tasting room and winery. The soil is predominantly gravelly loam influenced by the two rocky hillsides on the vineyard’s southern border. The plantings on the 37-acre Rhythm vineyard include Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, Malbec, Sauvignon Blanc, and Sémillon.

Cliff Lede Vineyards’ production is overseen by Director of Winemaking Christopher Tynan and Winemaker Travis Bullard. The modern winery, designed by world-renowned architect Howard Backen and completed in 2005, combines time-tested techniques with innovative technology. The winery utilizes a three-tier sorting line including an optical sorting machine, which sorts grapes based upon fully customizable settings. A custom crane system gently delivers the berries to stainless steel tank by gravity before fermentation. In 2011, a 300-kilowatt solar panel field was installed to power the winery and nearby administration and hospitality buildings. Wastewater is captured for irrigation and an extensive cave system provides a naturally cool space for wines to age. Since 2015, the winery has been Napa Green Certified sustainable.

Wines produced include the flagship wine, “Poetry” Cabernet Sauvignon, Stags Leap District; “Rhythm” Cabernet Sauvignon, Stags Leap District; Beckstoffer To Kalon Vineyard Cabernet Sauvignon, Napa Valley; “Songbook” Cabernet Sauvignon, Napa Valley; Sauvignon Blanc, Napa Valley; and Cabernet Sauvignon, Napa Valley; among others that are offered only to wine club members.

## **Tasting and Visiting**

Guests may taste wines from Cliff Lede Vineyards and FEL Wines inside the Backen-designed 1913 Craftsman-style tasting room on the Cliff Lede Vineyards estate in Yountville.

The tasting room at Cliff Lede Vineyards offers something for any discerning visitor; meticulously crafted estate-driven wines, outdoor seating with breathtaking views, museum-quality art throughout the property, and a curated playlist. Bar Tastings are available for \$50 per person and feature three current releases. Reserved Table tastings are available from \$70 per person and feature five current releases. Collectors may opt for the views and comfort of the VIP Tasting, which features single vineyard, appellation, Platinum, or library wines from Cliff Lede Vineyards from \$100 per person. Elevated tastings are also hosted in the Backstage Tasting Lounge, which features rotating exhibits from well-known artists, as well as music memorabilia, from \$110 per person.

For those looking to explore the stylistic nuances of Napa Valley's most iconic sub-appellations, Cliff Lede offers a Private Appellation Tour and Tasting, showcasing the winery's estate and appellation-designate Cabernet Sauvignons, for \$140 per person. From Monday through Friday, guests can embark on a sensory journey with the Morning Walk in the Vineyard experience. Led by Cliff Lede's wine education team, this tour includes a walk through the estate vineyards and winery, complemented by a tasting of estate-driven wines that reflect the terroir and craftsmanship of the region, available for \$120 per person. For a deeper dive into the Cliff Lede cellar, the Library Tasting offers a private, educational experience that begins in the winery's estate vineyards. This is followed by a tasting of four wines hand-selected from Cliff Lede Vineyards' library and is available for \$180 per person.

Advance reservations are recommended for most experiences and are required for private tastings and tours of the winery.

## **Additional Vineyard and Winery Holdings**

In addition to the 53 acres of vines in Stags Leap District and the Cliff Lede Vineyards estate includes 20 acres in Calistoga and 86 acres in Carneros.

Acquired in 2013 and located at the base of Diamond Mountain, the 20-acre Calistoga vineyard estate is planted mostly to Cabernet Sauvignon, with a small block of Sauvignon Blanc. The gravelly loam soils are volcanic in origin with alluvial influence made evident by copious amounts of water-rolled gravel and large cobbles.

The 87-acre Carneros vineyard was added in 2019. The vineyard is comprised of clay and loam-based soils and boasts an exposed flat section on the east side with rolling hills to the west. The lower lying flat section was replanted to Bordeaux white varieties, Pinot Noir, and Chardonnay in 2020 and the adjacent hills feature a mix of Bordeaux red varieties including Cabernet Franc, Merlot, and Cabernet Sauvignon.

In 2019, the Lede family entered its first international wine venture by partnering with Mas Doix wines in the Priorat DOQ of Spain. Established in 1998 by the Llagostera family, Mas Doix is a premier producer of old-vine Grenache and Carignan. The estate vineyards have plantings dating back to 1902 and are located around the town of Poboleda. A new winery and tasting room were constructed just in time for the 2019 harvest. The Mas Doix portfolio includes single varietal and red blends of Grenache and Carignan, and white wines composed of White Grenache, Macabeu, and Pedro Ximénez.

## 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 viewpoint 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 seized the opportunity and 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.

**Jason Lede**  
**General Manager**

As General Manager, Jason Lede oversees all day-to-day operations of the winery. He works closely with his father, founder and visionary Cliff Lede, and the executive team to guide the winery's long-term vision.

Drawn to the wine business as a teenager, Jason spent summers away from his home in Canada working in his family's vineyards in Napa. Aspiring to join the winery, he developed a ten-year plan with his father that resulted in a business degree from the University of San Francisco, an MBA from the University of Alberta, and an Advanced Wine Certificate from the International Sommelier Guild. To complement his studies, Jason worked harvest in Australia and spent three years at an independent wine retailer, importer, and distributor in Canada. Jason rejoined Cliff Lede Vineyards in 2015 and spent his first four years overseeing wholesale sales across several states before managing hospitality operations for two years. Then, as Director of Communications for three years, he led branding and sustainability initiatives for the winery while deepening the company's relationships with trade, media, consumers, employees, and the community.

Jason is actively involved with several Napa Valley Vintners committees, has completed the Napa Valley Vintners Leadership Program, and has served as Vice President of the Stags Leap District Winegrowers Association. He lives on the family's Stags Leap District estate with his wife and son, enjoys mountain biking, and as DJ Jason Lede, performs at BottleRock Napa Valley and other high-profile events.

**Christopher Tynan**  
**Director of Winemaking**

As Cliff Lede Vineyards' Director of Winemaking, Chris Tynan lets the grapes speak for themselves. Born in New York and raised in Texas, Christopher Tynan began his wine career working summers as a vineyard technician 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 legendary 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 owner Ann Colgin, Winemaker Allison Tauziet 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. Wines made during Christopher's tenure at Colgin were awarded seven 100-point scores from wine critic Robert Parker.

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 attention for detail to the team. 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.

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

**Travis Bullard**  
**Winemaker**

As winemaker at Cliff Lede Vineyards, Travis Bullard works alongside director of winemaking Christopher Tynan to oversee day-to-day winemaking operations and the management of the wine production team. In addition to working in the cellar, Travis represents the winery at key trade and consumer events.

Travis moved to Napa Valley in 2010 to pursue an internship at Cliff Lede Vineyards. From first taste, he fell in love with the Cliff Lede portfolio of wines and knew he wanted to specialize in Napa Cabernet Sauvignon. Upon completion of his internship, Travis joined the team as a full-time lab technician. In 2012, he was promoted to enologist, and by 2013, he was promoted to associate winemaker—the same year that Cliff Lede Vineyards received its first 100-point score. In 2021, Travis was named winemaker.

A native of Santa Cruz, California, Travis completed a BA in Agricultural Business from California Polytechnic Institute, San Luis Obispo, in 2008. While studying there, he was introduced to the dynamic wine culture of Paso Robles and the Central Coast through participation in the on-campus wine club and volunteer opportunities at local wine events, such as Hospice du Rhône. Travis gained valuable and diverse experience through internships in the lab and cellar at wineries such as Korbel and Sonoma Cutrer in Sonoma and Summerwood in Paso Robles where he was fortunate to work under noted winemaker Jeff Cohn.

Travis lives on a historic vineyard adjacent to Cliff Lede Vineyards in Yountville with his wife and their four children. Outside of winemaking, he enjoys playing golf, traveling, and anything athletic.

**Eric Gallegos**  
**Director of Vineyard Operations**

Eric Gallegos is the Director of Vineyard Operations at Napa Valley-based Cliff Lede Vineyards. In his position, he is responsible for overseeing all farming and viticulture of the winery's estate vineyards across the Stags Leap District, Carneros, and Calistoga AVAs. Eric works closely with the internal winemaking team to develop and implement vineyard farming protocols, while also managing Cliff Lede Vineyards' external grower relations.

A third-generation farmer in Napa Valley, Eric was introduced to grape growing at a young age. His grandfather emigrated from El Llano, Michoacan, in the 1940s, and later became one of the first post-prohibition winery employees at Beringer. Eric grew up working with his father in vineyard management and became the first in his family to earn a degree in viticulture upon graduating from California State University-Fresno in 2009. To build on his education, he returned home to work harvest before taking on a crucial role at his father's new vineyard management company. There, Eric was a key player in the development of several vineyards alongside viticulturist Nathan Baty, who later hired him to work with some of Napa's most acclaimed winemakers, including Thomas Rivers Brown and Philippe Melka.

In 2017, Eric joined Pahlmeyer winery as Vineyard and Grower Relations Manager where he further developed his interest and expertise in site-specific grape growing. With a commitment to farming organically and a philosophy of expressing terroir, Eric was drawn to the ethos of Cliff Lede Vineyards and was named Director of Vineyard Operations in 2024.

When he is not in the vineyard, Eric spends most of his time with his family. He has 31 first cousins in Napa Valley, many of which work in wine and viticulture. He loves trying new restaurants and wines, camping with his wife and kids, and cheering on his favorite teams, the Las Vegas Raiders and the Oakland A's.

**Dina Clark**  
**Vice President, Wholesale**

Clark brings nearly 25 years of wine industry experience to Cliff Lede Vineyards. Most recently, she served as Midwest regional director of sales for the Boisset Collection, where she oversaw the company's American and French portfolio of wines totaling 21 brands in ten states with 18 distributors. Prior to that, Clark spent nearly a decade with Terlato Wines International, where she held positions including national accounts manager, national hotel manager and then director of sales for the Terlato Distell Artisan spirits division of the company.

A graduate of Northern Illinois University, Dina resides in the Chicago area where she enjoys spending time with her three children, cooking and staying active through cycling.



## **Cliff Lede Vineyards Timeline**

**2002:** Cliff Lede purchases 53 acres of vineyard and a winery in Napa Valley's Stags Leap District, establishing Cliff Lede Vineyards.

**2004:** The new Backen Gillam-designed tasting room, a renovated 1913 Craftsman-style bungalow, opens for wine tasting. Famed viticulturist David Abreu begins replanting the estate vineyards.

**2005:** The new state-of-the art, 25,000 square foot winery and cave system is completed just in time to receive the 2005 harvest.

**2013:** Cliff Lede Vineyards acquires a 20-acre vineyard in Calistoga, which is planted mostly to Cabernet Sauvignon and a small amount of Sauvignon Blanc.

**2015:** Cliff Lede Vineyards' Stags Leap District estate achieves both Napa Green Land and Napa Green Winery certification.

**2019:** Cliff Lede Vineyards acquires 87 acres in Carneros to support various wine programs. The Lede family announces an equal partnership with Mas Doix, a family-owned winery in Priorat D.O.Q of Spain. The partnership marks the family's first international wine venture.

**2025:** The Lede family acquires 7.5 planted acres of prized Stags Leap District vineyards contiguous to the Rhythm Vineyard estate from the Andelin family, a longtime grower for the brand.

**FOR MORE INFORMATION, PLEASE CONTACT [MEDIA@LEDEFAMILYWINES.COM](mailto:MEDIA@LEDEFAMILYWINES.COM)**