



## Our Wines

To this point in time, we have produced only a single vineyard designated Sauvignon Blanc. The fruit is sourced from the San Mateo Ranch Vineyard in the Rutherford appellation. This vineyard is located to the East of Highway 29 close to the Napa River, and consists of soil particularly suited to the Sauvignon Blanc varietal. We are very proud to have received the first Robert Parker score exceeding 100 for our 2010 94574 Brand Sauvignon Blanc, a 101, to which Robert added "100 points simply was not sufficient to express the balance and elegance of this wine". We are planning to produce our first red, a Sonoma Coast Pinot Noir, from the 2012 harvest.



## Winery History

In 2007, friends Henry Schlangen and Dave Berry decided to turn their passion for wine into a business. After a number of brainstorming sessions with another friend, they came up with a name to reflect their emphasis on the local nature of our interest, 94574 Brand. 94574 is of course the zip code for St. Helena. The Schlangens, Berry's, our winemaker Sam Baxter, where the wine is made and bottled, graphic designer Michael Roche, sales outlets, and majority of our customers, are all St. Helena residents. We have now bottled our third consecutive vintage of 94574 Brand Sauvignon Blanc; our wine is made on a custom crush basis at Terra Valentine winery near the top of Spring Mountain.

*94574 Brand*



**2011**

## 4<sup>th</sup> Quarter Sales

### Sauvignon Blanc

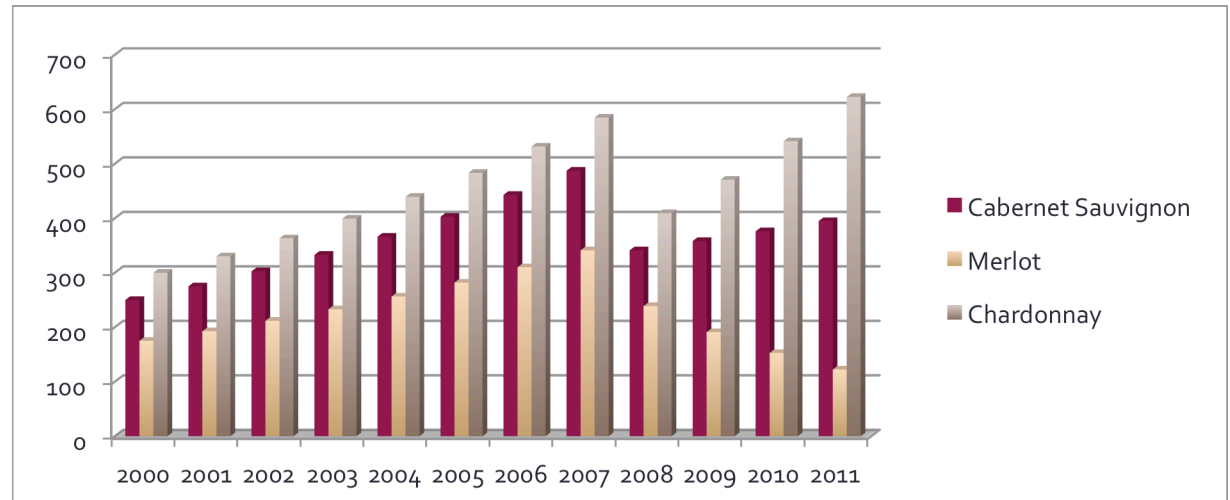
Over 500 cases of 94574 Brand Sauvignon Blanc were sold in 2011, 300 alone in the fourth quarter. As usual, most of it was sold right in the Napa Valley, predominantly in St. Helena. Surprisingly, New York is a growth market for our wines. It appears that as many state economies are stagnating, New York's economy is expanding, and with it wine consumption.

### Pinot Noir

We are projecting production of roughly 500 cases of Pinot Noir from the 2012 harvest. As Pinot Noir spends longer both in barrel and in bottle than does Sauvignon Blanc, and there is also less urgency to sell it while it is still young, we anticipate selling only 150 to 200 cases of this varietal in the first year after bottling.

### Merlot

94574 Brand Merlot sales decreased in the 4<sup>th</sup> quarter bringing the year's total to 23 cases. Sales results reflect the owner's lukewarm interest in this varietal



## 2012 Harvest & Sales Projections

The 2012 harvest could prove to be the one Napa Valley wine growers have been looking for the past two years. Those last two were very good to excellent in quality but disappointing in terms of yield. This meant that many wineries simply did not end up with as much wine as they had hoped, which was challenging from a financial standpoint. Forecasts predict that the region will experience consistently warm days from spring through fall. If this happens, the 2012 harvest is on track to be great both in quality and quantity.

Last year, the problem was a cool season that averaged temperatures in the low 80s that made it difficult for the fruit to ripen. Then late in the growing season extreme heat took a toll on most vineyards shortly before harvest. So far in 2012 temperatures have been warmer earlier which has allowed for vines to mature faster now and will result in fruit to be harvested earlier at the end of the growing season.

The real concern is the lack of rain this year. So far, the region has received only forty percent of normal rainfall. Lack of rain could stress the vines. The good news is that the reservoirs and water tables are very healthy as a result of an abundant rainfall in the previous two years. This coupled with moderate temperatures should provide minimal water concerns.

Sauvignon Blanc and Pinot Noir sales are projected to increase as the economy continues to rebound (see graph). Merlot sales are a concern though. Merlot sales had begun to stagnate prior to the recession and now as the other varietals rebound, Merlot sales remain flat. It is believed that many Merlot drinkers are switching to other varietals, which explains its lackluster sales.