



## Our Wines

Our small lots of handcrafted wines are made exclusively from Napa Valley grapes. We have long term contracts with several highly acclaimed vineyards. We source our Cabernet from Beckstoffer's Dr. Crane Vineyard in St. Helena and Georges III in Rutherford; and our Sauvignon Blanc from the Melrose Vineyard in St. Helena. Our Syrah is sourced from the Page Nord vineyard in North Napa. We also have a small, two-acre vineyard in St. Helena on our Deer Park Road property, which is below the Howell Mountain appellation boundary on the western facing slope.



## Winery History

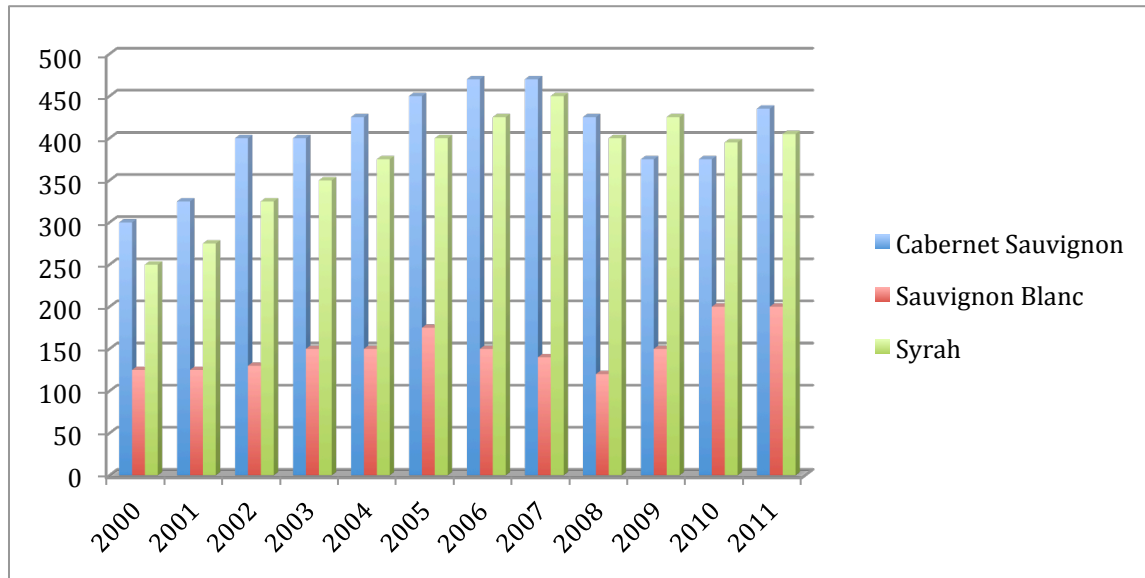
Broman Cellars is a lifelong dream realized by Bob Broman. After making wine for other folks for 31 years, Bob along with his wife Deborah, released their first Napa Valley wine, appropriately labeled, Broman Cellars. The inaugural release was 150 cases of a beautiful 1994 Napa Valley Cabernet Sauvignon. Today, Broman Cellars is a family passion, with daughter Lisa also working side by side with Bob at the winery handling the sales, marketing and day-to-day duties. Production is now a whopping 1,300 cases

## Broman Winery



## Broman Winery 2012

## Yearly Sales



## 2012 Harvest & Sales Projections

2012 looks like it could be a winner year for the Napa Valley grape harvest. Forecasts predict that the region will experience consistently warm days from Spring through Fall. Some fear that there could be an excessive number of heat spikes that could kill the berries, but most meteorologists don't see this happening. Last year, the problem was unseasonably late rains that cause bloom shatter as well as cool temperatures that did not allow the fruit to ripen evenly. Ultimately, this resulted

in low yields. While lack of rain appeared to be a looming issue early in the season, late spring rain totals have given the Napa Valley quite a boost on its normal rainfall totals. This coupled with the fact that the reservoirs and water tables are very healthy should provide minimal water concerns. Cabernet and Sauvignon Blanc sales are projected to increase as the economy continues to rebound (see graph). Syrah sales are a concern though. As such, we have decided to discontinue this varietal in 2012 and possibly look to replace it in 2013.

usual, most of it was sold right in the

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

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.

We are projecting production of roughly 500 cases of Cabernet Sauvignon from the 2012 harvest. As Cabernet

## Cabernet Sauvignon

Sauvignon spends longer both in barrel and in bottle than does Cabernet Franc 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.

Syrah 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

## Syrah

varietal.