



## Our Wines

Each year we focus on producing a single bottling of the highest quality Cabernet Sauvignon from the Revana Estate.

Renowned winemaker and all-around great-guy, Tom Garrett, blends art and science to craft the Revana Cabernet with a balance of refinement, ripe fruit flavors and a sense of the estate vineyard from which the wine comes.



## Winery History

Located in the heart of Napa Valley, Revana Family Vineyard is a vineyard and winery estate focused on producing world-class Cabernet Sauvignon. For Dr. Madaiah Revana, it is the culmination of his dream to grow and produce wines of exceptional quality.

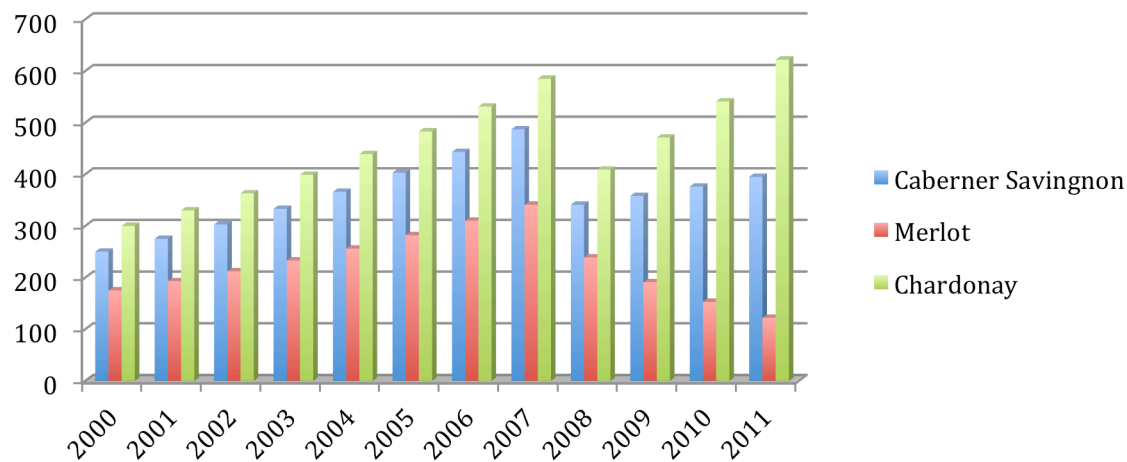
Planted in 1998, the Revana Family vineyard is comprised of eight separate blocks totaling nine acres. A combination of close spacing, deep gravelly soils and exacting farming by vineyard manager Jim Barbour, results in low yields and rich, concentrated grapes.

With luxuries such as a world-class winemaker, an inspirational vineyard and a state of the art facility, Revana is fortunate to have the ability to create wines of precision that rival the best the world has to offer.

REVANA  
*Family Vineyard*



Summer 2012



## 2011 Sales Summary

2011 continued the trend in which each new vintage of Revana Cabernet Sauvignon sells out even more quickly than the previous. In 2011, we also converted a greater percentage of our sales to the higher profit channel of direct-to-consumer sales. Profitability continues to increase each year – due in part to an increase in price with the 2008 vintage – but also due to increasing direct-to-consumer sales. One challenge is keeping enough product in retail and restaurant accounts to last a full year sales cycle.

The 2009 Revana Cabernet Sauvignon is currently in the market place and sales are surpassing budget expectations. Once the 2009 Revana Cabernet has sold through, we will be confronted with the problem of extremely small productions for both the 2010 and 2011 vintages.

## 2012 Harvest & Sales Projections

The 2008 Revana Cabernet sold out in early January. The 2009 Revana Cabernet was released in March and sales projections show it selling through before December of 2012. The increase in sell-through is related both to expanding wholesale markets in the mid-West states as well as increased direct-to-consumer sales. Dr. Revana's fondness for "winemaker dinners" across the US has converted many new customers into loyal devotees of the Revana Cabernet. The tasting room at the St. Helena property has also seen a small but important increase in visitors and an increase in sales. This increase in on-property sales is most likely due to the charisma of managing-winemaker Tom Garrett.

Current estimates for the 2012 Harvest show average yields of 3 tons to the acre from the estate vineyard and average production levels of approximately 2,000 cases of estate wine. These average yields will be welcome after two consecutive years of 50% crop reduction.

In 2012, for the first time in the history of the vineyard, we are also sourcing Cabernet Sauvignon from 3 high-quality vineyards in other appellations of Napa Valley. This will enable us to both grow production as well as spread the risks of climate irregularities and resulting crop-loss over a larger region of Napa Valley.