



## Our Wines

Nestled in famous Napa Valley, our family has been growing wine grapes on our historic St. Helena vineyard since 1932.

All the estate varietals, Cabernet Sauvignon, Sauvignon Blanc, Sangiovese, Retaggio and Petite Syrah are handcrafted wines that are fruit forward, elegant, balanced and memorably world class.

The Salvestrin property is home to acres of grapevines, the family garden, and the Inn at Salvestrin Estate. Located in the heart of St. Helena, our tasting room is open by appointment for private tastings.



## Winery History

It all began when Italian immigrants John and Emma Salvestrin fell in love with St. Helena while visiting friends. In 1932 they purchased a portion of the historic Crane Ranch. Ed Salvestrin, who grew up on the family vineyard, continued to grow quality grapes through the 60's, 70's and 80's preserving the family legacy for future generations. In 1987, Rich Salvestrin completed his degree in viticulture. He returned to the family vineyard to help farm and also to expand the families grape growing business to include winemaking. Today, three generations live on the property. Now Rich and Shannon look forward to the time that Rich and Shannon's three young daughters will become 4th generation owners.

## Salvestrin Winery



**Salvestrin Winery,**  
**St. Helena, Ca**  
**Rich Salvetrin,**  
(Owner and Winemaker)



## 2011 4<sup>th</sup> Quarter Sales

### Estate Cabernet Sauvignon

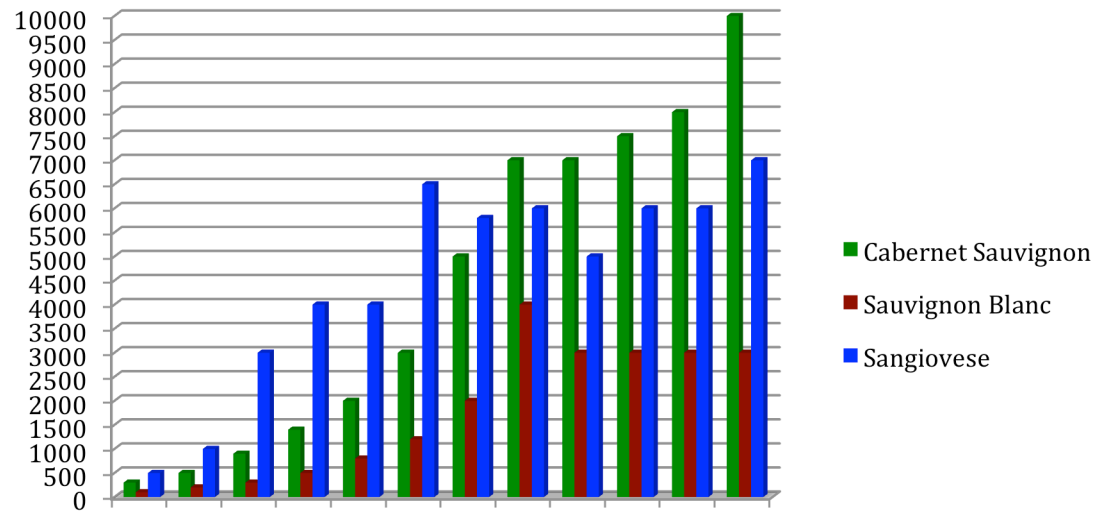
Over 10000 cases of Salvestrin Cabernet Sauvignon were sold in 2011, 9000 alone in the fourth quarter. As usual, most of it was consumed in California. Surprisingly,

### Estate Sauvignon Blanc

7000 cases of Estate Sauvignon Blanc were sold in 2011. Several years ago, the Salvestrin Family started harvesting Sauvignon Blanc grapes from the Carneros region instead of estate grapes. The results are in and the first vintage of Salvestrin Carneros Sauvignon Blanc has been a success. The entire production sold out, the Salvestrin Family intends to increase productions by 30% next year.

### Estate Sangiovese

Salvestrin Sangiovese sales increased in the 4th quarter bringing the year total to 3000 cases. Overall, Sangiovese is showing lackluster growth.



## 2012 Sales and Projections

2012 looks like it could be a banner 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 burn the berries, but most meteorologists don't see this happening.

Last year, the problem was a cool season that averaged temperatures in the low 80s that made it difficult for the fruit to ripen. The fruit was still on the vines when storms were threatening in October. Not this year. Most farmers feel they should be able to have the fruit harvested by late September.

The real concern is the lack of rain this year. So far, the region has received only forty percent of normal rainfall. 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.

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