



## Five Vintners



## Our Wines

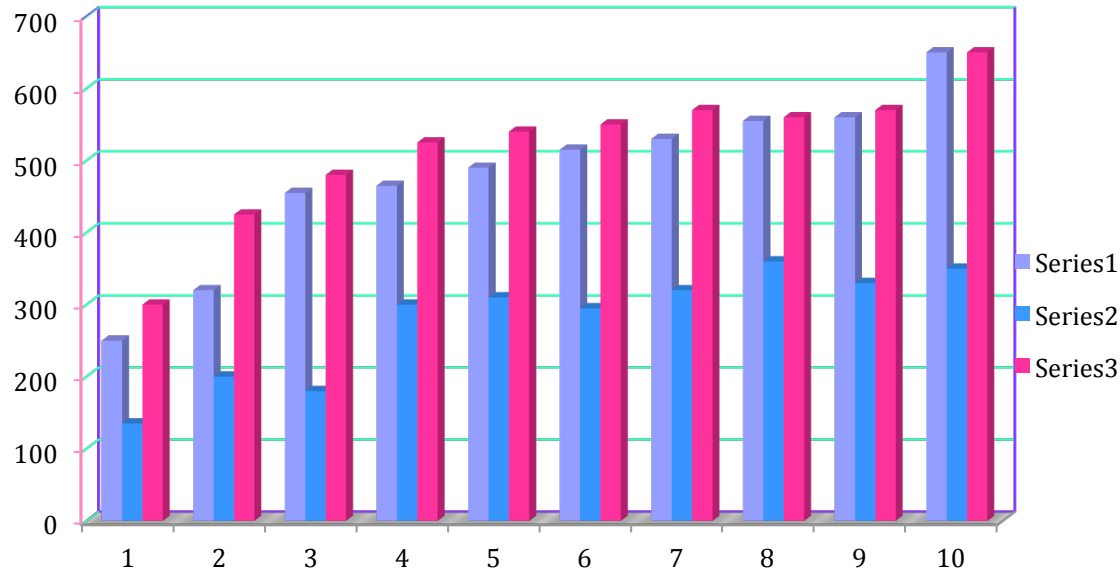
The Napa Valley is known for its world-class wines. The region has a very rich volcanic soil base that adds both nutrients and flavor to the grapes. The long warm growing seasons, adds to the complexity of the wines. Our family has five decades of experience crafting the regions most highly respected wines. With just one acre of her own organically grown Sauvignon Blanc, two outstanding St. Helena appellation Cabernet Sauvignon growers and Zinfandel grapes from Mauritson Vineyards in Dry Creek Valley, Krisi crafts outstanding wines that make a great meal even better!



## Winery History

Krisi Raymond represents the fifth generation in her family to grow grapes and make wine in the Napa Valley. Her family roots run deep, dating back to 1876 when her great-great-grandfather Jacob Beringer, together with his brother Frederick, established Beringer Brothers Winery just north of St. Helena. The next generation continued to produce wine through Prohibition for medicinal and sacramental purposes. It was in 1933 with the repeal of Prohibition that Roy Raymond began his career in the wine industry at Beringer Brothers Winery and in 1936 married Martha Jane Beringer, grand-daughter of Jacob Beringer. Their two sons, Roy Jr. and Walter, continued the family's winemaking tradition at Beringer Brothers Winery after attending sale of Beringer in 1970, the Raymond family purchased 90 acres of prime college. With the vineyard land south of St. Helena on Zinfandel Lane and found Raymond Vineyard & Cellar. They planted a variety of wine grapes on the property and crushed their first vintage in 1974. Now, over 30 years later, Krisi Raymond has stepped out on her own as a grape grower and winemaker. With just one acre of her own organically

## 2011 4<sup>th</sup> Quarter 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 be hard on 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 October.

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.

Wine sales are projected to increase as the economy continues to there may be an opportunity for price increases that we have resisted for the past several years. The real concern for us at Five Vintners is having enough wine to meet demand in 2013-2014 with the smaller vintages we experienced in 2010 and 2011. We need a great 2012 harvest!

### Cabernet Sauvignon

Over 560 cases of Five Vintners Cabernet Sauvignon were sold in 2011. We transitioned in the Fall from the 2006 to the 2007 Vintage and saw a spike in sales due to the highly anticipated quality of the 2007 and more robust holiday sales. Massachusetts and Texas are our newest markets and continue to show strong growth. New Orleans has also rebounded from the effects of Hurricane Katrina.

### Zinfandel

Almost 570 cases of Zinfandel were sold in 2011. The 2008 vintage was our first release of a 100% Dry Creek Valley Zinfandel, we have blended in about 35% Napa Valley Zinfandel since our first release in 2001. The change has been well received in all markets and we look forward to even more happy customers with the release of our 2009 vintage in the Spring of 2012.

### Sauvignon Blanc

With only 1 acre of grapes to draw from for our Admiral's Vineyard Sauvignon Blanc, this wine sells the fewest cases only 330 cases in 2011. Our 2011 vintage was quite small so we are taking care to make sure that our big supporters for this varietal have the wine they need in 2012.