

## **Our Wines**

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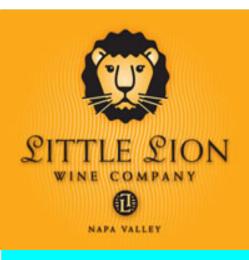
Little Lion Wine Company produces around 4200 total cases of wine each year. Lang & Reed North Coast Cabernet Franc is composed of 100% Cabernet Franc from three vineyards in Lake County. This wine is aged for eight months in seasoned oak barrels and is released in the following year. Lang & Reed 'Two-Fourteen' Napa Valley Cabernet Franc is composed of 100% Cabernet Franc from the Sugarloaf Vineyard in Napa Valley. Named after its clone 214, it represents the only known bottling of this unique clone in California to date.

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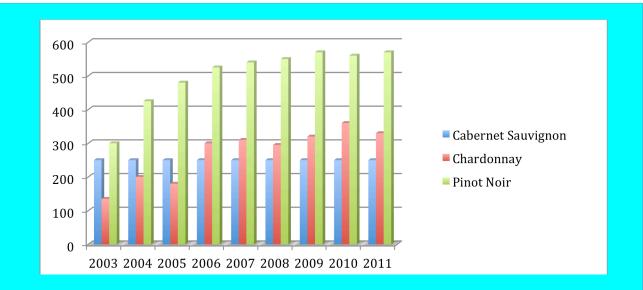
# Winery History

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Little Lion Wine Company was created and founded by Tony Leonardini in 2005. The name Little Lion comes from his last name. Leonardini, which means "little lion" when translated from Italian. One of the symbols on the Genoa crest where the Leonardini family came from is also a lion. The goal of Little Lion Wine Company has been to allow people to enjoy wine that over delivers for its price. By keeping LLWC lean and mean, staying in touch with old friends in the business, and always looking out for a good deal Tony is able to achieve this. In 2005 I made my first commercial wine, one barrel of Cabernet with grapes sourced from my backyard. In 2006 I made my first large production debut, with the Volunteer Cabernet. It wasn't difficult coming up with the name Volunteer since I have been a Volunteer fire fighter in St. Helena since 2003. Volunteer represents the best of my secret Cabernet sources in the Napa Valley.







# **2012 Harvest and Sales Projections**

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The 2012 harvest could prove to be the one of the Napa Valley wine growers have harvest for the past two years was what wine growers were looking for. 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.

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

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

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

At Little Lion Wine Company, we make very little wine, so most of the limited production sells out to our Wine Club customers upon release. Of the 1200 cases of Cabernet sold in 2011, the vast majority was sold in the second quarter when it was released to the Wine Club. Only four cases remained to be sold in the fourth quarter.

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