

# PROMONTORY

Napa Valley Territory

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March 12, 2018



- The Harlan family is to give the exclusive distribution (outside of USA) of their Napa Valley wine Promontory to 3 wine merchants from La Place de Bordeaux.
- Starting with the 2012 vintage release.

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## Background

- **Harlan family** has 40 years of experience of winegrowing and hospitality in Napa Valley.
- Generational shift is key to understanding Promontory and how it sits apart from both Harlan Estate and the family's Bond wines – all Cult Cabs at the top of their game.
- It's not just **Will Harlan** who represents this shift, but also **Cory Emptying**, the director of winemaking and successor to Bob Levy.
- The land was first spotted by Bill Harlan when he was out hiking in the hills behind Oakville in the early 1980s.
- At the time it was totally undeveloped, no vineyards, no houses, just a wildly rugged canyon with the remains of a former bootlegging still from the Prohibition era. He was finally able to buy it in 2008.
- 'Promontory is a different story. Different soils, at higher elevation, a little more pared back than Harlan, very much a wine that is about capturing a sense of place'.

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## Background

- A full soil study revealed ‘a whole new metamorphic soil type that doesn’t really exist elsewhere in Napa’.
- In this small, secluded valley there are two distinct fault lines that roughly demarcate the boundaries between volcanic, sedimentary, and metamorphic soils.
- These diverse soils are arranged from 150m to 340m of elevation, on a multitude of dramatic slopes and panoramic exposures.
- This natural landscape, along with the warmth of the rock-studded western exposure, preferentially invites morning fog and slightly cooler air to fill its narrow valley on an almost daily basis.
- Although much of it had been carelessly planted over the years, there were 11ha of heirloom blocks that gave them a clue to the quality, and that they have kept, replanting 16ha of the rest block by block from 2011, and expanding by an extra 5ha.

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## Wine

- The wines appeal to both the senses and the intellect. The native beauty, the alluring evocative tones and textures reflect the unique and mysterious aspects of the many complex elements above and below the surface. The land is speaking at last with a very clear voice, awakening the long-dormant story of this uncharted territory.
- ‘Promontory captures both the controlled high-end buzz of a new Napa release with a wine that is a throwback to a more classic Napa style, using only 30% new oak barrels along with the larger-sized Stockinger Austrian oak casks. Adding to all that is the promise of what it means for one of Napa’s most eagerly-watched First Families’. Jane Anson, Decanter February 2018



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## Facts

- Originally discovered in early 1980's
- Purchased first parcel starting in 2008
- The entire "territory" is 840 acres (340 hectares)
- Vineyards only make up 74 acres (30 hectares)
- Metamorphic geology discovered (along with sedimentary and volcanic)
- 2008 was first vintage produced, never released
- 2009 was first released vintage, ex-winery
- 2012 is first released vintage with 3 négociants from Bordeaux outside of the USA
- Release schedule is 5 years from harvest
- Production is currently ~ 20,000 bottles

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