



ARTIST IN RESIDENCE

Gordon Huether

Over a century ago, the Raventós family commissioned a renowned architect to construct Codorníu Cellars, now a Spanish national artistic and historical monument. Codorníu also sponsored a turn-of-the-century Art Nouveau poster competition for leading 19th-century artists.

Art and architecture are part of Artesa's heritage, and we are proud to continue that tradition with the work of our resident artist, Gordon Huether.

Gordon has been exhibiting his work at our winery since 1992. In 1997, we invited him to be our Artist in Residence. Gordon creates work specifically for this winery that adds greatly to the enjoyment of our guests.

Gordon is the founding principal of Gordon Huether and Partners, an architectural glass design firm in Napa, California. His studio creates site specific art installations for museums, corporations and private collectors as well as for religious, educational and healthcare organizations around the world. In recent years, the studio has been awarded numerous public art installations across the United States.

Here at Artesa, Gordon shows a more personal side of his art, creating works in a variety of media including glass, metal and canvas. Periodically he introduces new work at the winery so that the exhibit is always fresh and provocative, even for repeat visitors.

“Creating art to exhibit at Artesa fulfills my passion for minimalism and for contemporary architecture,” Gordon explains. “I’m pleased to be here, because I consider this winery to be the finest example of contemporary architecture within a fifty-mile radius.”

Press Contact: Marty LaPlante 707-939-1243

Photos By Request



CULT WINES FOR THE MASSES

Artesa Winery's Don Van Staaveren Delivers Prestige Vineyards and Wines To A Broader Audience

CARNEROS (October, 2003) Artesa Winery, owned by the legendary wine group Codorníu, guided by one of the wine industry's most celebrated contemporary winemakers, Don Van Staaveren, and possessed of coveted vineyard properties in both Napa and Sonoma, is uniquely positioned to do what few other wineries can – deliver cult quality wines, with all of the prestige and none of the pretense, to a broader audience.

Take, for example, a selection of Cabernet Sauvignon from the winery's first three vintages; each of which garnered 90pts or higher from the Wine Spectator, none of which cost more than \$60 and all of which are available nationally.

Says Artesa winemaker Don Van Staaveren, "A lot of people feel that a wine isn't "prestige" unless there is very little of it or you have to pay way too much for it. We know from experience that if you secure the best vineyards and invest in the best equipment, you can make hand-crafted wines on a larger scale – and you don't have to charge an arm and a leg for it."

Van Staaveren rose to prominence as winemaker for Chateau St. Jean Winery, where he created some of the most celebrated Cabernet Sauvignon of the last decade. An unprecedented five of his wines were among those named to the Wine Spectator's *Top Wines of 1996*. Three years later his 1996 Cinq Cepages was named as the Spectator's *Wine of the Year*. Van Staaveren took the head winemaking position with Artesa in 1997 and set about converting what was a sparkling wine experiment into a state-of-the-art still wine facility. A dedicated fruit scientist and viticulturist, Van Staaveren has worked with Artesa's vineyard manager David DiPiero to secure top sites in both Sonoma and Napa to support the winery's plan to showcase regional distinctions among the classic varietals. The winery's vineyard holdings include 150 estate acres in Carneros (Pinot Noir and Chardonnay), 80 acres in Foss Valley near Atlas Peak (Petite Verdot, Cab Franc, Malbec, Cabernet Sauvignon and Merlot), 400 acres in Alexander Valley (Petite Verdot, Cab Franc, Malbec and Cabernet Sauvignon), and 300 acres in Annapolis on the Sonoma Coast (Pinot Noir and Chardonnay).

About Artesa Winery

Artesa Winery, located in the Carneros region of Napa Valley, is owned by the Spanish winemaking giant Codorníu and was originally built to house Codorníu's sparkling wine operation. With its conversion to still wine production in 1997, the winery was renamed Artesa ("craftsman" in Catalan) and in 1999 celebrated its inaugural release of 8,000 cases. Since then, Artesa has capitalized on its vineyard holdings and state-of-the-art winemaking equipment, growing almost ten-fold in just five years. In addition to Cabernet Sauvignon, the winery produces Pinot Noir, Chardonnay, Merlot, Sauvignon Blanc, Late Harvest Gewürztraminer and Tempranillo. The unique, in-ground winery, designed by progressive Spanish architect Domingo Triay, offers visitors expansive eco-friendly grounds and features sweeping staircases, cascading waterfalls, an in-house art exhibit and artifacts museum. The winery is open to the public for wine tasting daily from 10am-5pm and for special events and group tours by appointment. Artesa Vineyards & Winery, 1345 Henry Road, Napa, CA 94559. 707-224-1668. www.artesawinery.com.

photos available by request

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Signature Style

- ? Intense, ripe, fruit-forward, opulent yet elegant wines in “high balance,” the signature style of Don Van Staaveren.
- ? High balance winemaking produces extractive yet harmonious wines, matching concentrated aromas and flavors with well-integrated oak so that no component dominates.
- ? All Artesa wines are “prestige status,” receiving combined barrel and bottle aging one year longer than most ultra-premium winery programs.

Historic Ownership

- ? Artesa is owned by Spanish winemaking dynasty Codorniu, run by the Raventos family of Barcelona for 16 generations.
- ? Codorniu traces its history to 1551, and has for the past 125 years been regarded as one of Europe’s leading *methode champenoise* producers.
- ? Artesa is one of the newest example of Codorniu’s celebration of art and architecture. Their Codorniu Cellars, commissioned over 100 years ago, is today a Spanish national artistic and historical monument.

Architectural Splendor

- ? Designed by noted Barcelona architect Domingo Triay and executed by Napa Valley architect Earl R. Bouligny, the environmentally conscious structure is set into a hillside and covered with native grasses. A sweeping staircase leading to the winery entrance is set between twin cascades of water. The expansive terrace offers panoramic vistas of the Carneros countryside. The ultra-modern 127,000 square foot facility houses winemaking, aging cellars, the visitor center and administrative offices on four levels.



HIGHLIGHTS

Mission Statement

- ? Artesa Winery explores the differences that appellation and winemaking impart to a given varietal by producing several regional examples of each classic variety. Boasting a house style that marries new world fruit with old world structure, celebrated winemaker Don Van Staaveren produces wines for those who appreciate luxury wines of regional expression, stylistic distinction and excellent value.

Celebrated Winemaker

- ? Don Van Staaveren is a world-class “hands-on” winemaker with over three decades of experience at his craft. The month that Don joined Artesa, an unprecedented five of his wines were rated among the Wine Spectator’s “Top 100 of 1996,” and he was furthered honored in 1999 with the Spectator’s “Wine of the Year” award.

Premier Vineyards

- ? Our Carneros estate comprises 350 acres with 145 planted to Chardonnay and Pinot Noir, a diverse planting of numerous clones and selections in a variety of elevations, exposures and soils. Our 409-acre northern Alexander Valley property has 100 acres dedicated to Bordeaux varieties, as is almost half of our 180-acre ranch on eastern Napa Valley benchland. Our 300-acre Sonoma Coast property will yield 100 acres of Pinot Noir and Chardonnay.
- ? Located in Carneros, (the only sub appellation shared by California’s two most famous wine regions, Napa and Sonoma) Artesa is committed the exploration of premier appellations and vineyard sites.
- ? Both Don Van Staaveren and Vineyard Manager David DiPiero are career viticulturists who scout, select and direct the viticulture for all vineyards – both owned and sourced -- that contribute to Artesa wines.

Artesa Winery

- ? The facility is designed to produce a multitude of small lots of wine, kept separate by grower, vineyard and vineyard block throughout the entire winemaking process.
- ? Over-sized and specialized, the custom-made equipment offers the utmost in winemaking options and enables the gentlest possible handling of whole clusters and grapes, must, juice and wine.

2000 Merlot, Sonoma Valley

9,450 cases produced; suggested retail bottle price, \$20.

Alcohol content by volume, 13.3%

Aged in French oak cooperage for 24 months.

1999 Merlot, Sonoma Valley Reserve

508 cases produced; suggested retail bottle price, \$60.

Alcohol content by volume, 13.5%

Aged in French oak cooperage for 37 months.

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SUMMER 2003 RELEASE WINES

2001 Reserve Sauvignon Blanc, Napa Valley

3,924 cases produced; suggested retail bottle price, \$19.

Alcohol content by volume, 14.2%

100% barrel-fermented and aged sur lie in 30% new, 70% used French oak cooperage for 13 months; no malolactic fermentation.

2001 Reserve Chardonnay, Carneros (estate vineyards)

385 cases produced; suggested retail bottle price, \$30.

Alcohol content by volume, 14.3%

Barrel-fermented and aged sur lie in 100% new French oak cooperage for 14 months; 100% malolactic fermentation; barrel selection represents the richest, most complex lots – the highest expression of the vintage.

2001 Reserve Pinot Noir, Carneros (estate vineyards)

507 cases produced; suggested retail bottle price, \$40.

Alcohol content by volume, 14.2%

Aged in 50% new/50% used French oak cooperage for 14 months; barrel selection represents the richest, most complex lots – the highest expression of the vintage.

FALL 2003 RELEASE WINES

2000 Cabernet Sauvignon, Alexander Valley

1,185 cases produced; suggested retail bottle price, \$40.

Alcohol content by volume, 13.7%

Aged in French oak cooperage for 24 months.

2000 Cabernet Sauvignon, Napa Valley

10,583 cases produced; suggested retail bottle price, \$40.

Alcohol content by volume, 13.6%

Aged in French oak cooperage for 26 months.

1999 Cabernet Sauvignon, Napa Valley Reserve

530 cases produced; suggested retail bottle price, \$60.

Alcohol content by volume, 14.5%

Aged in French oak cooperage for 37 months.

2000 Merlot, Napa Valley

14,356 cases produced; suggested retail bottle price, \$20.

Alcohol content by volume, 13.8%

Aged in French oak cooperage for 24 months.



SPRING 2003 RELEASE WINES

2001 Chardonnay, Carneros (estate vineyards)

16,162 cases produced; suggested retail bottle price, \$18.

Alcohol content by volume, 14.3%

Barrel-fermented and aged sur lie in 50% new/50% used French oak cooperage for 13 months; 100% malolactic fermentation.

2001 Chardonnay, Napa Valley

960 cases produced; suggested retail bottle price, \$18.

Alcohol content by volume, 14.4%

Barrel-fermented and aged sur lie in 50% new/50% used French oak cooperage for 14 months; no malolactic fermentation.

2001 Pinot Noir, Carneros (estate vineyards)

14,980 cases produced; suggested retail bottle price, \$22.

Alcohol content by volume, 14.1%

Aged in 50% new/50% used French oak cooperage for 15 months.

2001 Pinot Noir, Russian River Valley

1,617 cases produced; suggested retail bottle price, \$22.

Alcohol content by volume, 14.1%

Aged in 50% new/50% used French oak cooperage for 15 months.

2001 Pinot Noir, Santa Barbara County

2,597 cases produced; suggested retail bottle price, \$22.

Alcohol content by volume, 14.4%

Aged in 50% new/50% used French oak cooperage for 12 months.

2001 Syrah, Sonoma Valley

2,983 cases produced; suggested retail bottle price, \$20.

Alcohol content by volume, 14.1%

Aged in 50% new/50% used Bordeaux-style French oak for 13 months.



SONOMA VALLEY

2000 Merlot, Sonoma Valley

This wine has six vineyard sources. The first is located at the eastern end of the valley, while the second and third vineyards are to the south. The fourth and fifth are on the west side of Sonoma Valley, on a southwestern slope of Sonoma Mountain. The sixth is located on the central Sonoma Valley floor. All of the properties were planted in the early 1990's. Yields in 2000 averaged 2.9 tons per acre.

1999 Merlot, Sonoma Valley Reserve

Our vineyard source is set in the heart of Sonoma Valley on the east bank of Sonoma Creek and south of the town of Glen Ellen. This cane-pruned vineyard was planted in the late 1970's on alluvial valley soils. In 1999, yields averaged 4.5 tons per acre.

2001 Syrah, Sonoma Valley

Our Syrah sources are three new vineyards in the southern Sonoma Valley, one of them in the Carneros district. All three properties were planted in 1996, so the 2001 harvest marks their third commercial crop. The vineyards share both UC Syrah and Syrah Noir clones, and yields averaged 4.1 tons per acre.



2000 Cabernet Sauvignon, Napa Valley

Our grape sources are from four vineyards in four Napa Valley sub-appellations – Howell Mountain, Oakville, Rutherford and Carneros – that span the Napa Valley. They offer great diversity – from moderate to very warm up-valley climate, and clayey to gravelly, rocky and volcanic mountain soils. The average vine age is close to 20 years, and yields in the 2000 vintage averaged 3.1 tons per acre.

1999 Cabernet Sauvignon, Napa Valley Reserve

There are two sources for our 1999 Reserve, both vineyards planted in the 1970's on volcanic soils but located at the extremes of the Napa Valley. One is on the slopes of Howell Mountain, the other on the gently rolling hillsides at the eastern end of Napa Carneros. Yields in 1999 averaged 3.2 tons per acre.

2000 Merlot, Napa Valley

Six vineyards in Napa Valley, including plantings in three sub-appellations – Rutherford, St. Helena and Atlas Peak – were our sources for this Merlot. The fruit comes from a widely diverse selection of hillside and valley floor vineyards, moderate to warm regions and a variety of soil types. The mean age of the plantings is over ten years, and yields in 2000 averaged 3.2 tons per acre.

RUSSIAN RIVER VALLEY

2001 Pinot Noir, Russian River Valley

One vineyard source is located on the west side of and very close to the Russian River, and the plantings date from the early to mid-1980's. The vineyard is cane-pruned and the Pinot Noir is a field selection that produced 3.6 tons per acre in 2001. The other vineyard is in mid-appellation just off Westside Road. Planted in 1997 to the Dijon 115 clone, it yielded 2.1 tons per acre.

SANTA BARBARA COUNTY

2001 Pinot Noir, Santa Barbara County

The fruit was obtained from three vineyards. Gold Coast Vineyard and Lake Marie Vineyard are located in the eastern part of the Santa Maria Valley about midway between the Bien Nacido and Sierra Madre vineyards, while Cariega Vineyard is in the very cool Los Alamos Valley near Vandenberg Air Force Base. The vineyards are cane-pruned and were planted from the late 1970's to mid-1980's with field selections of Pinot Noir. Yields in 2001 averaged 3.1 tons per acre.



ARTESA VINEYARDS

ALEXANDER VALLEY

2000 Cabernet Sauvignon, Alexander Valley

One vineyard is located mid-valley adjacent to the Russian River and was planted in 1995. The second vineyard, planted in 1997, lies near the edge of the eastern foothills. Yields in 2000 averaged 2.3 tons per acre.

CARNEROS

2001 Chardonnay, Carneros and 2001 Chardonnay, Carneros Reserve

Eighty of the 150 acres of our estate vineyards, located on gently rolling hills in northern Carneros, are planted to Chardonnay. The plantings date from 1990 to 1992 and include eleven clones and selections. Some vines are cordon-pruned; most are cane-pruned with moveable vertical trellises. Very small quantities of fruit were also included from three southern Napa and Carneros vineyards. In 2001, yields averaged 2.5 tons per acre

2001 Pinot Noir, Carneros and 2001 Pinot Noir, Carneros Reserve

About 64 of our 150 acres of estate vineyards in Napa Carneros consist of Pinot Noir. The vineyards date from 1989 and ten Pinot Noir clones and selections are planted. In 2001, we also harvested very limited quantities of fruit from four other small vineyards in southern Carneros. Our Pinot Noir yields averaged 2.8 tons per acre in 2001. For our Reserve Pinot Noir, three out of nine estate Pinot Noir blocks are represented in the Reserve.

NAPA VALLEY

2001 Sauvignon Blanc, Napa Valley, Reserve

Our Sauvignon Blanc grapes came from two valley floor vineyards, one in Oakville, the other in Rutherford. Our primary source in Oakville was planted in the mid-1960's, and we selected fruit from two blocks located at opposite ends of the vineyard. The Rutherford estate was planted in 1997. Vines on both properties are cane-pruned. Yields in 2001 averaged 3.8 tons per acre.

2001 Chardonnay, Napa Valley

This vineyard is located between Napa and Yountville on the valley floor just west of Highway 29. The plantings on this former Christian Brothers property are 30 years old and consist of field selections, predominately Old Wente, cordon-pruned. Our yields in 2001 were 2.6 tons per acre.

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VINEYARD QUALITY ENHANCEMENT

- ? Estate vineyards comprise 150 total acres, including 81 acres of Chardonnay, 64 acres of Pinot Noir and five acres of other varieties. Planted on 5C, 5BB and 110R rootstocks primarily in Haire clay loam soils on the 352-acre estate. Our Vice President of Vineyard Operations is a veteran professional.
- ? Clonal diversity was achieved by T-budding over half of our estate vineyards (20 acres per year since 1996) to clones and selections of Chardonnay (UC4, Old Wente, Artesa, Dijon 76, 95, 96, 277 and 548, Hyde, Mt. Eden, Robert Young) and Pinot Noir (Martini 13, Swan, Dijon 114, 115, 667 and 777, Pommard, Beba, Roederer 31 and 32).
- ? Cultural Practices
 - Converted from cordon to cane pruning -- more labor intensive but offers more precision, produces higher quality fruit.
 - Non-tillage farming to increase cover crops, control vine vigor, manage stress, decrease erosion, provide beneficial insect habitat.
 - Lowered vine head height, added stakes, wires to improve vertical trellis, improve light exposure for fruit & vines.
 - Planted Chardonnay and Pinot Noir Dijon clones in meter-by-meter spacing to double plant density.
 - Leafing practices range from moderate to extreme to develop a variety of flavor characteristics. Extensive canopy management to ensure quality.
 - Thinning to 10 pounds per vine maximum yields in Pinot Noir and 12 pounds in Chardonnay for balanced vine and highest quality.
- ? Vineyard Development
 - Developed 100-acre vineyard on 409-acre Alexander Valley ranch primarily for Bordeaux varieties and Tempranillo. Also, planted 100 acres on 300-acre Sonoma Coast property (Pinot Noir, Chardonnay) and plan to plant our 80 acres in Foss Valley (eastern Napa Valley near Atlas Peak) to Bordeaux varieties.

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TASTING ROOM & TOURS

Tasting Room

The Artesa Tasting Room and Gift Shop are located at the south end of the Visitor Center. Here visitors may relax at the bar or sit at tables and taste a variety of wine samples while enjoying the panoramic Carneros view through the striking prism-shaped window.

Tasting

Guests to Artesa Winery can taste a single wine for \$2, or sample any six wines for just \$8. Limited production Reserve wines are also available at \$4 per taste or \$10 for three. For those with a preference for méthode champenoise, a glass of Brut is \$5, and Reserve sparkling wine, \$6. Wine, wine accessories, logo'd wearables and wine country-inspired home furnishings are available for sale in the winery gift shop

Tours

Tours of the Artesa winemaking facility are available free of charge daily at approximately 11 a.m. and 2 p.m. Groups of 8 or more must have advance reservations for tours and tasting. Private tour and tasting options are available for a minimum of 10 or more. Please call 707-224-1668 for rates and to make an appointment. Tours begin on the mezzanine with a viewing of turn-of-the-century (19th!) poster art commissioned by Codorníu, Artesa owners, from among the leading Spanish artists of the day.

CORPORATE EVENTS

Artesa Winery hosts a limited number of events for business groups with an interest in fine wine and cuisine. These private functions involve 50 to no more than 100 people. For more information, contact the winery's corporate events manager (lindac@artesa winery.com).

Photos By Request



VISITING ARTESA

CARNEROS CENTER

“What is Carneros?” and “Are we in it?” are two questions posed frequently by visitors to Artesa, which led to the creation of the Carneros Center. The answer to the second query is a simple, “yes,” but the first question required several displays to answer.

Carneros is a unique viticultural appellation, spanning the southernmost portions of both the Sonoma and Napa Valleys, with a rich history. Tucked away in the gently rolling terrain are more than a dozen wineries, but because no town exists in the region, many visitors just drive past on their way to wineries and cities farther up the valleys.

The Carneros Center portrays the area in several ways. Visitors first encounter a large topographical map showing how the area is positioned between the marshlands and foothills of the Sonoma and Mayacamas Mountain ranges. The marine influence of San Pablo Bay is obvious. On a nearby wall are U.S.

Geological Survey maps as well as the legal description used to define Carneros as an American Viticultural Appellation in 1983.

A 24-foot panoramic photograph of Carneros taken from Artesa occupies another wall along with additional views of the area’s boundaries taken at seven compass points. Finally, a trio of wall displays highlights Carneros history, natural history and terroir, those characteristics that make the area ideal for producing Chardonnay and Pinot Noir wine grapes.

CODORNIU WINEMAKING MUSEUM

Artesa’s parent company, Codorníu, is headquartered in Barcelona. Owned and managed by the same family for 16 generations, Codorníu traces its history to 1551 when a family member executed his will bequeathing winemaking equipment to his heirs.

A large oak and chesnut wine cask and a wine press from the mid-16th century can be seen in the winemaking museum at Artesa, located right next to the Carneros Center. Visitors can also view 19th-century méthode champenoise disgorging equipment and wine vessels dating as far back as 2,600 B.C.



WINEMAKING

A multi-million-dollar investment has transformed the winery. Winemaker-designed for versatility, the facility offers many options, minimal and gentle handling, and the highest quality small-lot production capabilities.

- ? Grapes are hand-harvested and either de-stemmed only or sent as whole clusters directly to press; must chiller cools for skin contact or cold soak.
- ? Over-sized equipment provides the gentlest possible handling of fruit
New, larger (18-inch) screw conveyor operates at half-speed while Waukesha positive displacement must pump runs at 30% of maximum.

Vaslin-Delta E6 de-stemmer operates at one-third to two-thirds capacity and delivers a high percentage (70% to 80%) of whole berries.

- ? State-of-the-art tank presses
Diemme AR80 8,000-liter press holds six tons of whole clusters, 14 tons of red pomace, contains exact juice yield of one de-juicing tank.

Willmes TP15 15,000-liter press holds 12 tons whole clusters, 28 tons of red pomace, has two over-sized Epernay doors for whole clusters.
- ? Direct-to-press axial feed and gravity loading, temperature-controlled skin contact (four de-juicing tanks), cold and extended maceration capabilities.
- ? Dual-action air-actuated diaphragm pumps with no moving parts are ideal for gentle movement of juice and wine, pump-overs and racking.
- ? 42 small lot red fermenters, graduated capacities to 15 tons: 21 are open-top with optimal 1:1 height-to-diameter ratio, floating lids with sealing gaskets, pneumatic punch-down device; 17 are closed with various cap irrigators; four are totally automatic “fluid dynamic” experimental tanks.
- ? 10,000 French (98%) and American (2%) oak barrels from a variety of coopers based on specific flavor attributes, 50% new and 50% used.

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