SWANSON

VINEYARDS

FACT SHEET

"SWANSON VINEYARDS INVITES OUR GUESTS TO REINVENT THE RITUALS OF THE MUNDANE, THROUGH WINE." -ALEXIS SWANSON TRAINA, SWANSON VINEYARDS CREATIVE DIRECTOR

SWANSON SIP SHOPPE

This delightfully whimsical Shoppe, a candy store for adults, showcases sips of Swanson Vineyards' finest library vintages paired with the perfect morsel, along with carefully curated gifts and select wines available by the case and the bottle. Featuring its own tasting menu, Sip Shoppe wines are poured in charming glass "Dixie" cups, mini Riedel Os, or tiny crystal cordials in 1.5 ounce sip sizes.

The vision of some of the world's finest talents, Swanson Vineyards' Sip Shoppe partners include Kate Spade collection co-founder Andy Spade; renowned illustrator Jean- Philippe Delhomme; interior designer Thomas Britt; chocolatier Katrina Markoff of Vosges Haut Chocolate; singer-songwriter Vanessa Carlton and her exclusive stationery line; avant-garde florist Torryne Choate; and renowned California painter, Ira Yeager. Tastings include caviar, chocolates, jellies and sorbets, in mini pairings such as Swanson Vineyards Pinot Grigio served with a large dollop of Swanson Vineyards' domestic caviar on a potato chip. Or guests can enjoy the winery's signature tasting, the Salonnière, featuring "Alexis" Cabernet Sauvignon paired with an Alexis Bonbon, followed by Swanson Vineyards' highly sought after dessert wine, Angelica. The Swanson Sip Shoppe offers playful, sophisticated, original finds in clever packaging designed to elevate the everyday, including a soon-to-be-released line of gift kits. First in the collection is The Newlywed Kit: six bottles of Swanson Vineyards' special occasion wine "Just Married," accompanied by an ostrich feather duster and a sage bundle (complete with instructions on how to clear out negative energy and create wedded bliss).

Coming shortly…The Break Up Kit, The Stork Kit, The Please Forgive Kit.

SWANSON SALON

Swanson Vineyards is credited with elevating the Napa Valley's by-appointment-only wine tasting experience. Opened in 2001, the Swanson Salon was inspired by the famous political, art, and literary salons of 18th century Paris where educated discourse and passion for the good life reigned. A more in-depth, involved experience, The Salon is a destination for people who share passions for wine, food and travel. With the intimacy of an at-home dinner party, the Salon offers three seated tastings daily for up to eight guests. Lead by a skilled salonnière (keeper of the Salon), the tasting experience is interwoven with storytelling, wine insights and conviviality, celebrating the many ways to enjoy wines paired with some of the world's best chocolates, caviars and cheeses.

As Swanson Vineyards' Creative Director Alexis Traina says: "We take our wines very seriously and passionately believe in glorifying everyday rituals, every way we can."

SWANSON VINEYARDS WEBSITE (with a twist)

Swanson Vineyards' newly launched and completely original website (www.swansonvineyards.com) captures the Swanson experience through internationally recognized illustrator Jean-Phillipe Delhomme's fanciful renderings. Visitors to SwansonVineyards.com browse among a mouthwatering selection of wines, fine chocolates and caviars, and bespoke gifts. Each month the Swanson Vineyards website publishes helpful tips in a personal lifestyle point of view, such as essentials of the instant wedding, the instant summer cellar, the instant pantry necessities, the instant dinner for two and the instant party. The website also includes Alexis' Napa and her blog Travel Tips For the Curious + Eccentric where she shares personal tips on favorite Napa haunts and hideaways. Alexis' Napa also features Peeps and Players, with highly engaging, irreverent and timely insider profiles (inspired by the Proust questionnaire) of intriguing Bay Area personalities and friends, or as Traina says, "people we totally admire, who inspire us daily." The monthly Guest of Honor includes such luminaries as Sam Godfrey and Kate Spade along with profiles of many special partners, friends and collaborators.

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WINES + WINEMAKING

"Serious soils, serious mentors, serious winemakers, serious wines," Traina says.

While the Swanson name is recognized for the famous frozen dinner brand the family launched in 1953, W. Clarke Swanson put his signature stamp on the wine world, introducing Swanson Vineyards in 1985 with a 100-acre vineyard on Oakville Cross Road in Napa Valley. Clarke was seen as a visionary, planting some of the first Merlot in the heart of what's traditionally Cabernet Sauvignon country and helping establish what is now known as one of the world's greatest wine regions, yet at the time was largely undiscovered. It was the same quest for innovation that drives Swanson Vineyards today, as Clarke leads its evolution into one of the most progressive wineries in the country. Clarke was one of the first Napa entrepreneurs to identify the direct-to-consumer model as critical for contemporary wineries, starting with his revolutionary introduction of the Swanson Salon tasting room in 2001, followed by the launch of Sip Shoppe in 2010, and continuing with other creative approaches such as a collection of "special occasion" wines being released by 2011.

Throughout it all, three foundation wines – Pinot Grigio, Merlot and Alexis - have propelled Swanson Vineyards to critical acclaim and secured its presence on some of the most recognized wine lists of the world. Under winemaker Chris Phelps, the winery also produces a repertoire of outstanding, limited production dessert wines, plus a small collection of specialty Salon wines available exclusively in the winery's Salon and Sip Shoppe, including Petite Sirah, Sangiovese, Chardonnay, and Rosato.

PROFILE OF RED WINES: Complex fruit forward aromas dominated by black fruit. Luscious, rich and velvety mouth feel with rich flavors and long, lingering finish. Drinkable upon release with excellent aging 5 to 10 years.

PROFILE OF WHITE WINES: Exceptionally food friendly, with great emphasis on pure varietal expression, showcasing the native brilliance of the grape rather than heavy winemaking treatments.

PRODUCTION: 26,000 cases per year, including Merlot (14,000), Pinot Grigio (8,000), Alexis (2,000), and Salon Selections (2,000).

WINEMAKERS

Swanson Vineyards' two winemakers - Marco Cappelli and Chris Phelps - have worked under some of the world's most esteemed winemaking talents. After training at Chateau La Tour Blanche in Sauternes, France, the 26 year-old Cappelli joined Swanson Vineyards under the tutelage of André Tchelistcheff, the brilliant enologist who recognized the superior quality of the Rutherford soils and coined the term "Rutherford dust." Swanson Vineyards' first Cabernet vintage in 1987 was overseen by Tchelistcheff, renowned winemaker of one of Napa Valley's first legendary wines, the Georges de Latour Private Reserve Cabernet Sauvignon. Today, Cappelli specializes in Swanson Vineyards' critically acclaimed dessert wines.

In 2004, Chris Phelps was named winemaker. Having trained with two of the most influential French and American winemakers of the time, Christian Moueix of Chateau Petrus in Pomerol and Chuck Wagner of Caymus Vineyards in the Napa Valley, he brings an unparalleled pedigree to Swanson Vineyards wines.

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PROPRIETORS
W. Clarke Swanson and Elizabeth Swanson

VINEYARD MANAGER
Ross Hall

CREATIVE DIRECTOR
Alexis Swanson Traina

SWANSON SIP SHOPPE HOURS
11 a.m. to 6 p.m. Wednesday through Monday

SWANSON SALON APPOINTMENTS
By appointment only, Wednesday through Monday
Three seatings daily

PRIVATE EVENTS
Available for private events