

# CLIFF LEDE

## VINEYARDS

Cliff Lede Vineyards was founded in 2002 by Cliff Lede following the acquisition of 53 acres in the Stags Leap District of Napa Valley. With a focus on producing wines from estate vineyards, Cliff engaged industry experts to redesign and replant most of the estate. The plantings were so specific and precise to each soil type and exposure that, to keep track without having to refer to a clipboard, Cliff decided to name each block after some of his favorite rock songs and albums. From “My Generation” to “Dark Side of the Moon,” he created what is known today as the Cliff Lede Vineyards “Rock Blocks.” The winemaking team gets creative with this innovation, annually crafting a small-lot Rock Block Series “mash up” of two or more blocks, featured in the tasting room and wine club.

Farmed by Director of Vineyard Operations Allison Wilson and her team, the estate is split into two distinct vineyards in the northern corner of the Stags Leap District appellation. The steep, southwest-facing hillside vineyard that surrounds Poetry Inn is the Poetry Vineyard. It reaches from the valley floor up to the highest elevations of the appellation. This site is composed of a combination of shallow volcanic soils on top of fractured shale, which produces extremely concentrated berries. This iconic vineyard is the sole source for the winery’s flagship Cabernet Sauvignon, Poetry. Next to the hillside, the Rhythm vineyard sits on the valley floor surrounding the tasting room and winery. The soil is predominantly gravelly loam as a result of the two rocky hillsides on the vineyard’s southern border. The plantings on Rhythm Estate include Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, Malbec, Sauvignon Blanc, and Sémillon.

The modern winery, designed by world-renowned architect Howard Backen and completed in 2005, combines time-tested techniques with innovative technology. The winery utilizes a three-tier sorting line including an optical sorting machine, which sorts grapes based upon fully customizable settings. A custom crane system gently delivers the berries to stainless steel tank by gravity before fermentation. In 2011, a 300-kilowatt solar panel field was installed to power the winery and nearby administration and hospitality buildings. Wastewater is captured for irrigation and an extensive cave system provides a naturally cool space for wines to age. Since 2015, the winery has been Napa Green Certified sustainable.

Cliff Lede Vineyards’ production is overseen by Director of Winemaking Christopher Tynan and Winemaker Travis Bullard. Wines produced include Sauvignon Blanc, Napa Valley; Cabernet Sauvignon, Stags Leap District; Cabernet Sauvignon, Beckstoffer To Kalon Vineyard; the Rock Block Series, Stags Leap District; Songbook, Napa Valley; and the flagship wine, Poetry, Stags Leap District, among others that are offered only to wine club members.

## **Tasting and Visiting**

Guests may taste wines from Cliff Lede Vineyards and FEL Wines inside the Backen-designed 1913 Craftsman-style tasting room on the Cliff Lede Vineyards estate in Yountville.

The tasting room at Cliff Lede Vineyards offers something for any discerning visitor; meticulously crafted estate-driven wines, outdoor seating with breathtaking views, museum-quality art throughout the property, and a curated playlist. Reserved Table tastings are available from \$60 per person and feature five current releases from Cliff Lede and FEL Wines. Collectors may opt for the views and comfort of The VIP tasting, which features single vineyard, appellation, Platinum, or library wines from Cliff Lede Vineyards and FEL Wines from \$90 per person. Elevated tastings are also hosted in the Backstage Tasting Lounge, which features rotating exhibits from well-known artists, as well as music memorabilia, from \$90 per person. Private tastings and tours of the winery are available with advance reservation. All experiences are available by appointment only.

## **Poetry Inn Napa Valley**

Since its opening in 2005, the sophisticated and secluded Poetry Inn Napa Valley has quietly stood as an oasis of privacy and serenity. Accessible exclusively to registered guests by way of a steep, gated drive, it is the ultimate wine country sanctuary for those seeking privacy with the tailored service of a personal concierge.

The Howard Backen-designed property is revered for its five spacious suites, each of which measures a generous 950 to 1,450 square feet. Suites are appointed with wood-burning fireplaces, ample bathrooms built of Beauharnais Rose limestone and Palladina Marmo Giallo Reale marble, deep soaking tubs and double vanities, and west-facing private terraces that offer breathtaking views of the Napa Valley below.

In 2021, the interior aesthetic was reimagined by the creative minds of St. Helena based Erin Martin Design. Erin and her team worked with a mélange of textures and natural materials in order to create a stimulating and modern, yet comfortable, contrast to Poetry Inn's timeless Napa elegance. Guests will discover accents of greenery, decorative surprises, and unique art in each suite.

Each of the Inn's suites, which are themed after famous poets such as Emily Dickinson and Robert Frost, were further imbued with a unique nod to their respective namesake poets through decorative artwork by artist Michael Duté who was invited to use Poetry Inn's walls as his canvas. For example, the Robert Louis Stevenson suite's walls are adorned with stanzas from "My Shadow," and the Robert Frost suite features a mural of the woods from "The Road not Taken," bringing the poems to life and adding a personal touch to each suite.

All stays at Poetry Inn include an indulgent multi-course breakfast created by Executive Chef Lynn Vita using seasonal ingredients from the property's garden and local farms. Guests may enjoy breakfast in the main lounge or on the outdoor patio, surrounded by picturesque views of the valley floor. Groups renting the whole inn may choose to partake in meals in the central lounge or on the Sunset Terrace. Poetry Inn also serves wines from Cliff Lede Vineyards through the property's private cellar. Poetry Inn's treatment room is one of the most tranquil and intimate spaces in all of wine country. Therapists can be booked for massages, facials, and a host of other treatments.

In the interest of adult guests seeking a tranquil and romantic environment, Poetry Inn is not an appropriate place for pets, or for children under the age of 16. Parties may reserve the whole property by contacting the innkeepers, and minimum stay requirements may apply. Individual room rates range from \$1,625 (low season weekday) to \$3,495 (high season weekend.)

## **Additional Vineyard and Winery Holdings**

In addition to the 53 acres of vines in Stags Leap District and the Cliff Lede Vineyards estate includes 20 acres in Calistoga and 86 acres in Carneros.

Acquired in 2013 and located at the base of Diamond Mountain, the 20-acre Calistoga vineyard estate is planted mostly to Cabernet Sauvignon, with a small block of Sauvignon Blanc. The gravelly loam soils are volcanic in origin with alluvial influence made evident by copious amounts of water-rolled gravel and large cobbles. While Calistoga can experience quite hot daytime temperatures, the vineyard is protected from the hot afternoon sun by Diamond Mountain to the west.

The 87-acre Carneros vineyard was added in 2019. The vineyard is comprised of clay and loam-based soils and boasts an exposed flat section on the east side with rolling hills to the west. The lower lying flat section was replanted to Bordeaux white varieties, Pinot Noir, and Chardonnay in 2020. The adjacent hills, also replanted in 2020, feature a mix of Bordeaux red varieties including Cabernet Franc, Merlot, and Cabernet Sauvignon.

In 2019, the Lede family entered its first international wine venture by partnering with Mas Doix wines in the Priorat DOQ of Spain. Established in 1998 by the Llagostera family, Mas Doix is a premier producer of old-vine Grenache and Carignan. The estate vineyards have plantings dating back to 1902 and are located around the town of Poboleda. A new winery and tasting room were constructed just in time for the 2019 harvest. The Mas Doix portfolio includes single varietal and red blends of Grenache and Carignan, and white wines composed of White Grenache, Macabeu, and Pedro Ximénez.

## **Cliff Lede**

Since founding his namesake winery in 2002, Cliff Lede (pronounced lay-dee) has put every emphasis towards creating a modern and diversified world-class estate. A strategic thinker and visionary, Lede is the driving force of a company that at once holds the values of the great Old World winemaking properties, with the energy, youth, and spark of the New World. His wines are intrinsically connected to the land, yet his viewpoint is forward-thinking and entirely fresh. One visit to the Cliff Lede Vineyards property, which is full of contemporary art and is juxtaposed with vineyard blocks named for classic rock songs, and it is clear that to him, wine—like music and art—is a source of great beauty.

Lede grew up involved with his family's successful construction business in Canada, and first discovered the splendor of the Napa Valley while on a business retreat in the 1990s. An avid long-distance runner, he explored the back roads of Napa Valley throughout his trip. The area resonated a great deal with him, as he had collected Bordeaux wines since his late 20s. Frequent return visits ensued, and he was soon exposed to everything Napa Valley has to offer: beautiful land, some of the world's greatest restaurants, and a core of friendly, passionate, and hardworking people that reminded him of his own community.

Lede soon began searching for a property in Napa where he could start a winery. Determined to plant his roots in the Stags Leap District for its complex and age-worthy wines, he remained patient and focused. Upon learning that a Stags Leap District estate was for sale, Cliff seized the opportunity and established Cliff Lede Vineyards. One year later, the southwest facing hillside just above the Silverado Trail became available. Following the acquisition of the rare hillside property, Cliff named it the Poetry Vineyard. In 2005, he opened Poetry Inn, one of Napa's most secluded luxury boutique hotels, perched high above the valley floor overlooking the winery and vineyards.

**Tony Baldini**  
**President and COO**

Tony Baldini is the President and Chief Operating Officer of Cliff Lede Vineyards. Tony joined Cliff Lede Vineyards in 2020 after nearly a decade at Hahn Family Wines, where he served as the company's Chief Executive Officer. He began his career at Hahn as General Manager in 2011. In time, Tony rose to President, and ultimately President and CEO where he oversaw sales, marketing, finance, winegrowing, and operations for the company. During his tenure at Hahn, Tony drove the repositioning of the company into one of the Central Coast's top estate producers with sourcing stretching from the cool Santa Lucia Highlands to Paso Robles.

Prior to Hahn, Tony served as a brand manager for luxury wine brands in the Constellation Wines portfolio, such as the Napa Valley's Franciscan Estate and Mount Veeder Winery. Before Constellation, Tony held marketing roles at Don Sebastiani & Sons and Jackson Family Wines.

Tony grew up in the Napa Valley. His father was a longtime vineyard manager who planted some of Trefethen's original vineyards. Tony holds a BA in economics from the University of California at Davis and an MBA from the University of California at Berkeley, Haas School of Business. He lives in Napa with his wife, Caroline, and their two children.

**Jason Lede**  
**Director of Communications**

As Director of Communications, Jason Lede publicly represents Cliff Lede Vineyards and focuses on deepening the company's relationships with trade, media, consumers, employees, and the community. He works closely with his father, Cliff Lede, to build upon the family's 20-year foundation and helps chart the future of the organization by enhancing existing sustainability efforts and developing new company-wide goals and programs.

Jason was drawn to the wine business shortly after his father founded Cliff Lede Vineyards in 2002. As a teenager, he traded summers at his home in Edmonton, Canada, for work at the winery. Jason's decision to pursue a career in wine came after completing his first harvest internship at Cliff Lede Vineyards in 2007. Aspiring to join the family winery, he developed a ten-year plan with his father that included earning a BS in Business Administration from the University of San Francisco, an MBA from the University of Alberta, and an Advanced Wine Certificate from the International Sommelier Guild. To supplement his studies, he worked the 2010 harvest in Australia, then spent three years at an independent wine retailer, importer, and distributor in Canada. Jason officially joined Cliff Lede Vineyards in 2015 and spent four years overseeing wholesale sales across several states before managing hospitality operations for two years.

Jason is the Vice-President of the Stags Leap District Winegrowers Association and is actively involved with various Napa Valley Vintners Committees. Like his father Cliff, he's an avid music lover and can be found DJing around Napa Valley at events like BottleRock. Jason lives with his wife and son in the town of Yountville.

**Christopher Tynan**  
**Director of Winemaking**

Christopher Tynan has been making exceptional wine in Napa Valley for over twenty years. Largely self-taught, he considers the great wines of the world his textbooks and a way to draw on the past for inspiration and the present to guide the future. Thus, his approach to winemaking bestows a style that pays tribute to both tradition and innovation. His exacting philosophy of only employing low-yield vines from select sites, and minimal intervention in the winery, ensures that each bottle expresses the distinct nuances of each vineyard, block, and vintage.

Christopher began his wine career in the vineyard, working summers doing irrigation management for vineyards across Napa and Sonoma counties. Following a harvest at Cain on Spring Mountain in 2004, he was given an opportunity to work the 2005 harvest with the renowned winemaker Helen Turley Wetlaufer at Blankiet Estate in Yountville. In 2006, Christopher became the assistant winemaker at the prestigious Colgin Cellars on Pritchard Hill and worked closely with Vintner Ann Colgin and Vineyard Manager David Abreu for the next five years crafting some of Napa Valley's most critically acclaimed and collectable wines.

In 2012, Christopher was introduced to Cliff Lede by David Abreu and joined the Cliff Lede Vineyards team shortly thereafter. Christopher brings an unmatched passion and fervent attention to detail. He's proud to have received multiple 100-point scores from critics over the years, including Robert Parker, Jeb Dunnuck and Lisa Perrotti Brown.

Christopher lives in Coombsville with his wife Katie and son James. In his free time Christopher enjoys traveling, cooking, and collecting wine

**Travis Bullard**  
**Winemaker, Cliff Lede Vineyards**

As winemaker at Cliff Lede Vineyards, Travis Bullard works alongside director of winemaking Christopher Tynan to oversee day-to-day winemaking operations and the management of the wine production team. In addition to working in the cellar, Travis represents the winery at key trade and consumer events.

Travis moved to Napa Valley in 2010 to pursue an internship at Cliff Lede Vineyards. From first taste, he fell in love with the Cliff Lede portfolio of wines and knew he wanted to specialize in Napa Cabernet Sauvignon. Upon completion of his internship, Travis joined the team as a full-time lab technician. In 2012, he was promoted to enologist, and by 2013, he was promoted to associate winemaker—the same year that Cliff Lede Vineyards received its first 100-point score. In 2021, Travis was named winemaker.

A native of Santa Cruz, California, Travis completed a BA in Agricultural Business from California Polytechnic Institute, San Luis Obispo, in 2008. While studying there, he was introduced to the dynamic wine culture of Paso Robles and the Central Coast through participation in the on-campus wine club and volunteer opportunities at local wine events, such as Hospice du Rhône. Travis gained valuable and diverse experience through internships in the lab and cellar at wineries such as Korbel and Sonoma Cutrer in Sonoma and Summerwood in Paso Robles where he was fortunate to work under noted winemaker Jeff Cohn.

Travis lives on a historic vineyard adjacent to Cliff Lede Vineyards in Yountville with his wife and their three sons. Outside of winemaking, he enjoys playing golf, traveling, and anything athletic.

**Allison Wilson**  
**Director of Vineyard Operations, Cliff Lede Vineyards**

As Director of Vineyard Operations, Allison Wilson is responsible for overseeing all farming and redevelopment of the winery's three estate vineyards in the Stags Leap District, Carneros, and Calistoga AVAs. She works closely with the internal winemaking team to develop and implement the vineyard department's farming protocols, while also managing all of Cliff Lede Vineyards' external grower relations.

A native of Contra Costa County, California, Allison's introduction to grape growing was through harvest celebrations and weekend visits to her great uncle's nearby Livermore Valley vineyard, cementing her interest in agriculture from a young age. After graduating California Polytechnic University as a Fruit Science major in 2012, Allison jump-started her career in Napa as assistant viticulturist at Renteria Vineyard Management, where she eventually worked her way up to become viticulturist in 2014. Eager to cultivate her career, owner Oscar Renteria encouraged Allison to join the Napa Valley Grapegrowers Association to deepen her ties within Napa Valley. This opportunity with the Grapegrowers ultimately led her to meet the team at Cliff Lede Vineyards. In January of 2015, Allison was hired as viticulturist and, in 2018, she became director of vineyard operations.

Allison serves on the Farm Bureau board of directors, as well as the Cultural Practices Industry Review Committee for the American Vineyard Foundation and is a California Licensed Pest Control Advisor. In her free time, Allison enjoys spending time with her two sons and teaching yoga

**Dina Clark**  
**Vice President, Wholesale**

Clark brings nearly 25 years of wine industry experience to Cliff Lede Vineyards. Most recently, she served as Midwest regional director of sales for the Boisset Collection, where she oversaw the company's American and French portfolio of wines totaling 21 brands in ten states with 18 distributors. Prior to that, Clark spent nearly a decade with Terlato Wines International, where she held positions including national accounts manager, national hotel manager and then director of sales for the Terlato Distell Artisan spirits division of the company.

A graduate of Northern Illinois University, Dina resides in the Chicago area where she enjoys spending time with her three children, cooking, and staying active through cycling.

## **Cliff Lede Vineyards Timeline**

**2002:** Cliff Lede purchases 53 acres of vineyard and a winery in Napa Valley's Stags Leap District, establishing Cliff Lede Vineyards.

**2004:** The new Backen Gillam-designed tasting room, a renovated 1913 Craftsman-style bungalow, opens for wine tasting. Famed viticulturist David Abreu begins replanting the estate vineyards.

**2005:** The new state-of-the art, 25,000 square foot winery and cave system is completed just in time to receive the 2005 harvest. Designed by world-renowned architect Howard Backen, the luxurious five-room Poetry Inn opens to guests, offering valley-wide views from its perch above the hillside Poetry Vineyard.

**2013:** Cliff Lede Vineyards acquires a 20-acre vineyard in Calistoga, which is planted mostly to Cabernet Sauvignon and a small amount of Sauvignon Blanc.

**2015:** Cliff Lede Vineyards' Stags Leap District estate achieves both Napa Green Land and Napa Green Winery certification.

**2019:** Cliff Lede Vineyards acquires 87 acres in Carneros to support various wine programs. The Lede family announces an equal partnership with Mas Doix, a family-owned winery in Priorat D.O.Q of Spain. The partnership marks the family's first international wine venture.

**FOR MORE INFORMATION, PLEASE CONTACT JARVIS COMMUNICATIONS 310.313.6374**