

LEDE FAMILY WINES

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Lede Family Wines

Lede Family Wines encompasses two distinct wine brands: Cliff Lede Vineyards with its flagship wine *Poetry*, located in the Stags Leap District of Napa Valley, and FEL Wines, based in Anderson Valley, with its estate wines from the Savoy Vineyard highlighting the portfolio. Our sister property, Poetry Inn, is a five-room luxury hotel perched above our Poetry Vineyard, affording guests world-class hospitality and unparalleled views of the Napa Valley.

A strategic thinker and visionary, Cliff Lede (pronounced lay-dee) is the driving force of a company that at once holds the values of the great Old World winemaking traditions, with the energy, youth, and spark of the New World. The wines are intrinsically connected to the land, yet his viewpoint is forward-thinking and entirely fresh. Since founding his namesake winery in 2002, Lede has successfully led the combination of estate vineyards, winemaking, art, architecture, and music into one of Napa Valley's most modern and diversified estates.

One of Lede's greatest attributes is his ability to recognize talent. He believes in hiring experts to do what they do best and puts them in positions where they will succeed. As such, he provided the vision and resources for vineyard architect David Abreu to plant the estate's vineyards with incredible precision. He sought out the expertise of architect Howard Backen to build a state-of-the art, gravity-flow winery on the estate. His executive team, along with winemakers Christopher Tynan for Cliff Lede Vineyards, and Ryan Hodgins for FEL Wines, are given not only the tools, but also the open mind of a humble and trusting leader, to produce the best wines possible.

Cliff Lede Vineyards and Poetry

Cliff Lede Vineyards was founded in 2002 by Cliff Lede following the acquisition of 60 acres in the Stags Leap District of Napa Valley. With a focus on producing wines from estate vineyards, Lede tapped David Abreu, considered the best viticulturist in Napa Valley, to replant and farm the vineyards. The plantings were so specific and precise to each soil type and exposure that, to keep track without having to refer to a clipboard, Lede decided to name each block after some of his favorite rock songs and albums—from "My Generation" to "Dark Side of the Moon," creating what is known today as the Cliff Lede Vineyards' "Rock Blocks." The winemaking team gets creative with this invention, annually crafting a small-lot Rock Block bottling, a "mash up" of two or more blocks, available in the tasting room and to the wine club.

Farmed today by Director of Vineyard Operations Allison Wilson and our in-house team, the vineyards on the valley floor surrounding the tasting room and winery are referred to as Twin Peaks Vineyard. The soil is predominantly gravelly-loam, and the vines are planted to red Bordeaux varieties, including Cabernet Sauvignon, Merlot, Cabernet Franc, Petit Verdot, and Malbec. This property forms the backbone of the Cliff Lede Stags Leap District Cabernet Sauvignon.

The steep, southwest-facing, hillside vineyard that climbs beyond the Poetry Inn is the Poetry Vineyard. It reaches from the highest elevation in the Stags Leap District down to the Silverado Trail. The vineyard receives plenty of sunshine and is made up of a combination of shallow volcanic soils on top of fractured shale. This vineyard is the source for the winery's flagship Cabernet Sauvignon, Poetry. In 2013, The Lede family acquired a 20-acre vineyard in Calistoga, which is planted mostly to Cabernet Sauvignon and a small amount of Sauvignon Blanc. The latest acquisition of 86 acres in Carneros is undergoing a complete replant.

The modern winery, designed by world-renowned architect Howard Backen and completed in 2005, combines time-tested techniques with innovative technology. The winery features a Pellenc optical sorting

machine, which sorts grapes based upon quality settings established by the winemaker, and berries are gravity-delivered to tank using a custom crane system.

Cliff Lede Vineyards' production is overseen by Winemaker Christopher Tynan. 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.

FEL Wines

In 2009, Cliff Lede expanded into Pinot Noir, Chardonnay, and Pinot Gris following the purchase of Breggo Cellars in Anderson Valley. In 2014, as a tribute to his mother, Florence Elsie Lede, Lede renamed the brand FEL Wines. After all, it was she whose home winemaking hobby sparked Lede's curiosity in wine when he was in his youth.

In 2011, the Lede family acquired the Savoy Vineyard, which is recognized as one of the benchmark Pinot Noir and Chardonnay vineyards in California. This southwest-facing, gently sloping vineyard was planted by Richard Savoy in 1991 near the junction of Gowan Creek and the Navarro River. Encompassing 44 acres, it is planted to a diverse array of Dijon and heritage Pinot Noir and Chardonnay clones, and is divided into 34 sub-blocks, which are each managed individually to maximize quality. Fruit from the Savoy Vineyard is also sold to Littorai, Radio-Coteau, Auteur, Failla, and Peay.

Likewise, winemaker Ryan Hodgins purchases fruit from other outstanding vineyards in the Anderson Valley for the FEL portfolio's single-vineyard bottlings. The full array of wines includes: Anderson Valley Pinot Noir, Anderson Valley Chardonnay, Anderson Valley Pinot Gris, Savoy Vineyard Pinot Noir, Savoy Vineyard Chardonnay, Ferrington Vineyard Pinot Noir, and Wendling Vineyard Pinot Noir.

Tasting and Visiting

Guests may taste wines from Cliff Lede Vineyards and FEL Wines inside the 1913 Craftsman-style tasting room in Yountville, also redesigned by Howard Backen.

The tasting room at Cliff Lede Vineyards offers something for any discerning visitor; meticulously crafted estate-driven wines, outdoor seating with breathtaking views, and museum-quality art throughout the property. Reserved Table tastings are available for \$60 per person and feature five current releases from Cliff Lede and FEL Wines. Collectors may opt for The VIP tasting, which features 5 single vineyard, appellation, Platinum, or library wines from Cliff Lede Vineyards and FEL Wines for \$80 per person. Tastings are also available in the Backstage Tasting Lounge, which features rotating exhibits from well-known artists, as well as music memorabilia, for \$80 per person. All experiences are offered Thursday – Monday with prior reservation required.

Poetry Inn

Cliff Lede opened Poetry Inn in 2005, creating one of Napa Valley's most secluded luxury boutique hotels. The elegant five-room property is a hidden gem, perched high above the valley floor, and offers the only accommodations in the Stags Leap District. 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.

Designed by Howard Backen, no two rooms at Poetry Inn are alike, and each room offers sweeping views of the Napa Valley. All rooms are appointed with a king-sized bed, a wood-burning fireplace, and luxury Italian linens. Rooms feature hand-hewn wood floors, original artwork, and private balconies. These balconies face west, making sunset a spectacular time to relax and unwind. Bathrooms are spacious and built of Beauharnais Rose Limestone and Palladiana Marmo Giallo Reale marble. Each has lounging furniture, dual vanities, a large soaking tub, and both indoor and outdoor showers with rain showerheads. The romantic nature of the rooms has fostered many return visits and several marriage proposals.

Poetry Inn's treatment room is one of the most tranquil and intimate spaces in all of wine country. Therapists can be arranged for massages, facials, and a host of other treatments.

Guests may enjoy breakfast in the main lounge or on the outdoor patio, surrounded by picturesque views of the valley floor. The three-course, gourmet breakfast starts with freshly brewed coffee and home-baked pastries, and is followed by mouthwatering seasonal dishes such as market hash with maitake mushrooms, kale, sausage, and fried egg, buttermilk waffles topped with sweet crème fraiche, and smoked salmon atop a fresh brioche. 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 the Lede Family Wines portfolio through the property's private cellar.

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 \$820 (low season weekday) to \$2,370 (high season weekend.) For more information, please call the inn at 707-944-0646.

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. In 2009, he expanded to include cooler-climate varieties from the Anderson Valley as his love for creating things led to the purchase of the Savoy Vineyard and the creation of a new brand, FEL, named for his mother, Florence Elsie Lede.

Tony Baldini
President and COO

Tony Baldini is the President and Chief Operating Officer of Lede Family Wines, encompassing Cliff Lede Vineyards and FEL Wines. Tony joined Lede Family Wines 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.

Christopher Tynan
Winemaker, Cliff Lede and Poetry

Christopher Tynan's self-taught, avant-garde approach to winemaking is 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 site, block, and vintage.

Born in New York and raised in Texas, Christopher Tynan began his wine career in the vineyard, working summers doing irrigation management for vineyards across Napa and Sonoma counties. Following a harvest at Cain Vineyard & Winery in 2004, he was given an opportunity to work the 2005 harvest with the renowned winemaking and viticulture team of Helen Turley and John Wetlaufer at Blankiet Estate in Yountville. In 2006, Christopher became the assistant winemaker at the prestigious Colgin Cellars on Pritchard Hill. At Colgin, Christopher worked closely with Vintner Ann Colgin, Winemaker Allison Tazuet, and Vineyard Manager David Abreu for the next five years. It was here where he learned and embodied the standard for excellence in all aspects of winemaking and viticulture.

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 to the Lede Family Wines team.

Christopher lives in Coombsville with his fiancée Katie and their black Labrador Bacchus. In his free time Christopher enjoys traveling, cooking, and collecting wine.

Ryan Hodgins
Winemaker, FEL Wines

Ryan Hodgins is the winemaker for FEL Wines, which produces Pinot Noir, Chardonnay, and Pinot Gris from vineyards in the Anderson Valley.

Raised in the Pacific Northwest, Hodgins attended Oberlin College in Ohio, where he often had conversations with his plant biology professor about winegrowing. Though he explored a few careers upon graduation, his interest in wine was piqued, and he soon relocated to California and enrolled in the Master's program at U.C. Davis and graduated with a degree in Viticulture & Enology. As a means of researching the topic for his thesis – Pinot Noir tannins in the Willamette Valley – Hodgins got his first hands-on vineyard experience while working harvest at Witness Tree Vineyard in Salem, Oregon. Upon graduation in 2004, he spent a year gaining experience in other regions at wineries such as Acacia Vineyard in Napa, where he served as harvest enologist, and Krishna Valley Winery in India, where he served as visiting winemaker.

In 2005, Hodgins returned to the United States and accepted a full-time position as assistant winemaker and viticulturist at Hanzell Vineyards, a role that helped hone his expertise in Pinot Noir and Chardonnay from Sonoma. While at Hanzell, Hodgins also worked as the founding consulting winemaker for Breggo Cellars in the Anderson Valley. The Lede family's acquisition of Breggo Cellars (now FEL) in 2009 allowed Hodgins to become full-time winemaker. The Lede Family purchased the Savoy Vineyard in 2011, a benchmark vineyard in the Anderson Valley, giving Hodgins access to his first estate vineyard.

Hodgins has a strong connection to the region and to his vineyards. He spends much of his time in the vineyards and exercises a hands-off approach in the winery, in favor of letting each vineyard and each block speak in the bottle. Both Hodgins and Cliff Lede share the same vision for FEL Wines: to create an exciting portfolio of wines that are complex and elegant with pronounced acidity and the ability to age well.

On the rare days that he is not in the winery or walking the vineyards, Hodgins spends time in the garden with his wife and three young children, feeding their appreciation for Mother Nature and agriculture.

Jason Lede
Hospitality Manager

Jason Lede is Hospitality Manager for Lede Family Wines, encompassing Cliff Lede Vineyards in the Stags Leap District of Napa Valley and FEL Wines in Anderson Valley. In his role, Jason oversees hospitality operations and represents Lede Family Wines at national trade and consumer events.

Born and raised in Edmonton, Canada, Jason discovered his passion for wine through various internships at Cliff Lede Vineyards, the winery founded by his father in 2002. He spent time getting his hands dirty in the vineyard, analyzing barrel samples in the lab, and helping make wine in the cellar, including the renowned 2007 vintage. After earning his bachelor's degree in Business Administration from the University of San Francisco, Jason travelled to Australia to work the 2010 harvest at MollyDooker Wines. Looking for experience in sales, he then accepted a job at The Wine Cellar, Canada's first independent wine retailer, importer, and distributor. Before moving back to Napa Valley in 2015, Jason earned an Advanced Wine Certificate from the International Sommelier Guild and a master's degree in Business Administration from the University of Alberta. Jason spent his first four years at Lede Family Wines directing wholesale distribution in several states.

Jason lives with his wife and son in the town of Yountville. In his free time, he enjoys barbecuing with his friends and family and giving back to the community through charitable DJing at Napa Valley's best parties.

Allison Wilson
Director of Vineyard Operations, Cliff Lede Vineyards

As Director of Vineyard Operations at Napa Valley-based Cliff Lede Vineyards, 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 is still involved with the Napa Valley Grapegrowers and is currently the chair of the Marketing and Communications Committee. Additionally, Allison serves on 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 dog and teaching yoga.

Lede Family Wines Timeline

2002: The Lede Family purchases sixty acres and a winery in Napa Valley's Stags Leap District, renaming the estate 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.

2009: The Lede Family purchases Breggo Cellars, a small winery in Mendocino's Anderson Valley, expanding its portfolio to include cooler climate varieties.

2011: The Lede Family acquires the Savoy Vineyard, a benchmark vineyard for Anderson Valley Pinot Noir and Chardonnay.

2014: Following the rebrand of Breggo Cellars to FEL Wines in honor of Cliff's mother, Florence Elsie Lede, the first releases from FEL are the 2012 FEL Pinot Noir Anderson Valley and the 2012 FEL Chardonnay Anderson Valley.

The "Lede Family Wines" name is created to tie together the sister brands, showing the relationship between their complementary portfolios and the shared commitment to quality as part of a family-owned winery.

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

2018: FEL Wines opens a state-of-the-art winery, specifically designed for the production of high-quality Pinot Noir and Chardonnay.

2019: Lede Family Wines announces an equal partnership with Mas Doix, a family-owned winery in Priorat D.O.Q of Spain. The partnership marks Lede Family Wines' first international wine venture.

FOR MORE INFORMATION, PLEASE CONTACT JARVIS COMMUNICATIONS 310.313.6374