



## VINEYARD & WINERY ESTATES - NAPA VALLEY -

OCTOBER 2011

VINEYARD & WINERY ESTATES provides specialized management services to select ultra-premium wine and vineyard estates. Our services range from start-up efforts of new super premium brands to evaluation of and re-shaping existing winery and vineyard operations.

### EXISTING WINERY & BRAND EVALUATION

In concert with owners and decision makers of established wineries, we identify obstacles to the achievement of the client's business objectives. In-depth evaluation of sales, marketing, promotional, winery operations, staff, winemaking and viticultural practices, as determined by the client, are conducted and comprehensive recommendations are developed. Oversight of the resulting business plan can also be provided until the business objectives are achieved. Improvements in financial performance, sales results, product quality, product distribution and visibility are common target areas.

### WINERY START-UP SERVICES

The focus of the winery start-up services is to create ultra-premium vineyards, wineries and wine brands that are attuned to the owners, their desires, their land and the marketplace for select, superior quality wines. With emphasis on viticultural excellence, we provide enological expertise, superior winemaking and professional, quality-oriented guidance for wine estates and their exclusive brands. Our goal is to aid our clients in producing excellent wine, be profitable and enjoy the benefits of the wine business and its related lifestyle. VINEYARD & WINERY ESTATES guides its clients into the world of ultimate wine by benefit of 30+ years experience in vineyard management, winemaking, operations and marketing in this distinguished industry.

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VINEYARD OWNERS

Frequently our clients are vineyard owners who want to enter the world of luxury wine brands or existing wineries seeking improvements to operations. Projects can be either defined or long-term management relationships. Both have the same goal, the production of the best wines of limited availability from superior vineyards. The creation, development and operation of vineyard and winery estates according to the desires of their owners are paramount. We are adept at organizational analysis and planning. We conduct management searches designed to find the best talent in the industry and establish teams of experts to work with Estate owners to produce excellent grapes and wines.

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**SERVICES AND EXPERTISE**

ESTABLISHED OPERATIONS

In-depth problem identification, evaluation and recommendations including sales, marketing, staff, financial, product quality, array and margin, winery and vineyard operations, management and organizational structure

Wine marketing and sales interface with related companies

Staff searches, analysis and recommendations

Innovation, problem solving

START UP WINERIES

Development and planning for ultra-premium estate wineries

Pro formas for proposed operations

Analysis of existing plans and recommendations

Assembly of the professional teams to create the operation

Management of the winery start-up phase

Winery design and sizing recommendations for architectural purposes and interface with architects

Professional guidance for entry into ultra-premium wine business

Winery planning for both facilities and staff

All aspects of package and brand image development

Package coordination for bottlings, as needed

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WINERY CONSTRUCTION

Serve as owner's rep on major construction projects; provide input to General Contractor, sub contractors, architect and owner to provide effective communication to assure timely construction within budget.

VITICULTURE AND WINEMAKING

Consulting winemaking and winemaking analysis and recommendations

Viticulture and viticultural practices analysis and recommendations

Management of all aspects of custom crush winemaking operations

Determination of wine styles, prices and overall wine image based on available grape sources

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CARY GOTT

Cary Gott is the founding principal of VINEYARD & WINERY ESTATES. The fourth generation of his family in the premium California vineyard and wine business, he has life long experience in winemaking, viticulture and marketing of ultra-premium wines.

Founder, owner and president of Montevina Wines in Amador County from 1971 to 1982. The best Zinfandel in the world.

Winemaster and President of Corbett Canyon Vineyards in San Luis Obispo, 1983 to 1986. A very successful startup winery.

Senior Vice President, Vineyard & Wine Operations for Seagram Chateau & Estates in California, and President of Sterling Vineyards. Winemaster for Mumm Napa Valley. These brands grew successfully under his guidance. 1986 to 1997

Founder, VINEYARD & WINERY ESTATES, established in 1997.

The Gott Family is in the specialty wine and food business in Napa Valley and San Francisco with Joel Gott Wines and Gott's Roadside restaurants, (formerly Taylor's Automatic Refresher).

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**SELECT CLIENTS**

RAM'S GATE WINERY  
Sonoma, CA

[www.ramsgatewinery.com](http://www.ramsgatewinery.com)

Project manager for the creation of an all-new winery structure and brand for a client. Worked with Backen Gillam, Summit Engineering on the project. The new winery will have 30,000 case production capacity with a focus on visitor center sales leading to substantial club sales for profitability. Responsible for defining and maintaining client vision, managing the team and interfacing with general contractor and architect. Winery grand opening took place on September 17, 2011.

ARIDUS WINE COMPANY  
Willcox, AZ

New vineyard and custom crush winery in Arizona. Working with Backen Gillam, Summit Engineering, Circle West, and Crop care to create a new production facility in Willcox, AZ.

CHUMASH CELLARS  
Santa Ynez, CA

Working with vineyard, winemaker and Business Committee of the Santa Ynez Band of the Chumash Indians to create a new wine brand and to evaluate the feasibility of establishing a new winery

UPTICK VINEYARDS  
Sebastopol, CA

[www.uptickvineyards.com](http://www.uptickvineyards.com)

Working a to create a wine business and winery for a family in Sonoma seeking to build a legacy for their next generation. Winemaker.

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DAVIS ESTATE  
Calistoga Napa Valley

Working with client to launch a beautiful new Backen Gillam designed winery in Napa Valley and build a new wine brand. Winemaker.

MATCH VINEYARDS  
Napa Valley

[www.matchvineyards.com](http://www.matchvineyards.com)

Small Cabernet Sauvignon winery in Napa Valley. Pro forma, design, Use Permit process management and winemaking. 2006 and 2007 vintages rated 90-93 by Robert Parker.

CASEY FLAT RANCH  
Guinda, CA

[www.caseyflatranch.com](http://www.caseyflatranch.com)

Designed and developed a new 15-acre super premium vineyard in Yolo County. Vineyard development, varietal and clonal selection, project oversight. In the process of developing the winery design. Consulting winemaker operations and overall project management

ROUND POND WINERY  
Rutherford, Napa Valley

[www.roundpond.com](http://www.roundpond.com)

New start-up brand and winery for the MacDonnell family in Rutherford. A new 20,000-gallon winery was completed in 2007 and is now open for tours and tastings by appointment. Winemaker. 2002 vintage rated 98 and 2003 rated 96 by Vintrust.

PILLAR ROCK VINEYARD  
Stags Leap District, Napa Valley

[www.pillarrockvineyard.com](http://www.pillarrockvineyard.com)

Managing Director and winemaker for this 22-acre estate vineyard operation. Projects involve use-permit process direction, vineyard operations, and guidance for remote owners. Architectural design and

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coordination for Use Permit for a 6,000 case winery with caves. PILLAR ROCK VINEYARD produces an ultra-premium Cabernet Sauvignon. Several vintages of approximately 650 cases each have been released.

HELWIG VINEYARDS AND WINERIES

Working with a family operation to create several wineries and brands in Shenandoah Valley in Amador County CA. The first winery was purchased in April 2009. Helped the father and son team learn the wine business and guided them through the process of creating new vineyards, operating wineries and selling wine under their new brands. Production will likely be in the 5,000 to 10,000 case range.

LIEFF WINES  
Rutherford, CA

[www.lieffwines.com](http://www.lieffwines.com)

Winemaking, brand development, for new wine brand in Rutherford. Consulting winemaker during launch of successful small super premium brand.

FANTESCA ESTATE  
St. Helena, Napa Valley

[www.fantesca.com](http://www.fantesca.com)

Guided new owner to a dream home and winery operation in Napa Valley. Reorganized existing operations, hired new staff and changed viticultural practices and developed new operations team.

CHAPPELLET VINEYARD  
St. Helena, Napa Valley

[www.chappellet.com](http://www.chappellet.com)

Worked with the Chappellet family to improve profitability and family working relationships. Studies leading to recommendations and then implemented new team. A successful re-organization.

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PIÑA CELLARS  
Oakville, Napa Valley

[www.pinanapavalley.com](http://www.pinanapavalley.com)

Guidance for the Piña brothers of Piña Vineyard Management. This project is a re-launch of their brand and winery using grapes from their Howell Mountain vineyard. Winemaker for well received initial release Cabernet Sauvignon. 2000 & 2001 vintages rated 90 by *Wine Spectator*, 2001 vintage rated 94 by *Wine Enthusiast*.

D. R. STEPHENS ESTATE  
St Helena Appellation, Napa Valley

[www.drstephenswines.com](http://www.drstephenswines.com)

Creation of new Estate Grown wine operation for ten-acre vineyard of superior Cabernet Sauvignon and Chardonnay. Designed the Estate Wine operation to suit the owner's life style and pleasure within the premium wine business. Hired winemaker and selected custom crush winery for operations. Architectural design and coordination for Use Permit for a 6,000 case winery with caves.

CIMAROSSA ESTATE  
Howell Mountain

[www.cimarossa.com](http://www.cimarossa.com)

Winery development guidance for owner. Use Permitting and architectural guidance.

PLUMP JACK WINERY  
Oakville Appellation, Napa Valley

[www.plumpjack.com](http://www.plumpjack.com)

Guidance and management duties for this elegant Vineyard & Winery Estate in a superior location for premium Estate Grown Cabernet Sauvignon. Staff and operations evaluations, recommendations and implementation of changes. Solved current management issues and searched for and placed new senior management. Educated remote owners. Wine quality improvement program put in place.

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FEE STRUCTURE

Fees are based on hourly rates, retainer or defined project amounts.

REFERENCES AVAILABLE ON REQUEST

CONTACT INFORMATION

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