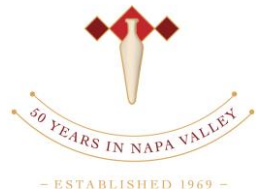


T I T U S



Titus Vineyards & Winery – Napa Valley AVA, St. Helena – Sales Brief

Summary

- A True Family Winery. This 100+ year old vineyard site has been owned and operated by the Titus Family since 1969, now in the hands of the second generation – vineyard manager Eric Titus, and winemaking director Philip Titus who made the first vintage in 1990.
- The unique vineyard locations on the banks of the Napa River provide sandy well drained soils at the Winery Estate Vineyard and austere rocky/volcanic soils at the Estate Ehlers Lane Estate Vineyard.
- The winegrowing and winemaking is controlled from the ground to glass – by hand. Titus wines are hand grown, handpicked, and hand made.
- Integrated low intensity farming techniques are used to avoid pesticides, biocides, and unnecessary fertilization.
- The combination of site, experience, and quality make the wines compelling values for the Napa Valley.

Location – North St. Helena, at the narrow hourglass neck of the Napa Valley

- The afternoon winds through this narrow point in the Napa Valley helps moderate vineyard temperatures during the growing season. This is optimal for long ripening red varieties like Cabernet Sauvignon, Cabernet Franc, Petit Verdot, Petite Sirah and Zinfandel.
- Patriarch Lee Titus established plantings of the five Bordeaux Varietals on both vineyards in a move toward crafting traditional Cabernet Sauvignon blends.
- The winery vineyard site has been planted to wine grapes and fruit trees since the 1880's. The Winery Vineyard location was part of the dowry of Carolina Bale's marriage to Charles Krug in 1860.

Estate Vineyards

- Winery Estate, 42 acres – lies tucked between the Napa River to the west and the forested base of Howell Mountain.
 - Sandy, Alluvial soils produce bright, high toned aromas, focused fruit characters for dynamic wines.
 - Plantings:
 - Cabernet Sauvignon – Six blocks with clone 337, clone 169, clone 4 and the historic “See” clone
 - Cabernet Franc – One block with clone 214
 - Petite Verdot – One block with clone 400
 - Sauvignon Blanc – One block with clone Davis clone 1
 - Zinfandel (est. 1978) – One block on St George rootstock with the old DuPrattt clone.
- Family Estate Vineyard, 10 acres – lies between the Napa River to the east and the base of the western hills of Spring Mountain – the location is one half mile north of the winery vineyard.
 - Located partially on a volcanic knoll that rose from the valley floor it provides Southerly exposures
 - Alluvial Gravel over volcanic ash creates austere growing conditions yielding small, dark concentrated berries yielding complex, ripe flavors that will evolve with time

Winegrowing

Eric Titus joined the family business full time in 1997. He applied his background in aquatic and environmental biology, and

commercial science to redevelop the vineyard and upgrade the farming techniques. Nearly all work in the vineyards is done by hand:

pruning, suckering, tying, leafing weed removal, green thinning, harvesting. The multiple passes through the vineyard ensures low

intensity farming a high level of oversight, all of which results in optimal fruit quality and a light footprint in the vineyard. A close eye

is kept on the balance of soil health and plant vigor, sunlight and shade, canopy and clusters, air circulation and wind

The concept and practice of ecological stewardship has evolved with winegrowing at Titus Vineyards.

- No Biocides are used for weeds or pests.
- Cover Crops are employed maintain soil health: clover, grasses, and sweet pea.
- Composts are applied annually in a measured block by block, row by row manner – primarily on newer plantings.
- Riparian set asides preserve a minimum 30' buffer between vines and riverbank for soil stability and natural succession.
- Annual removal of non-native species is conducted for ecological balance
- Titus Vineyards are Certified Fish Friendly

Winemaking Regime and Philosophy

Philip Titus and winemaker Stephen Cruzan make harvest and winemaking decisions together. They taste fruit, juice, and fermenting

wines together every other day during crush. They seek balance in ripe fruit flavors and acidity when making picking decisions -

block by block, row by row. Crush and fermentation are handled as gently as possible. The vineyard sites provide plenty of

expressive fruit, red wine tannins and color allowing for slower and gentler extractions of flavors and the preservation of complex

aromas. Winemaking focuses on the complexity of fruit, depth of texture and length of structure on the palate.

Creating the Cabernets

come first. Reserve Cabernet is essentially a singular wine from the distinctive Ehlers Lane Estate Vineyard. The Napa Valley wines

follow to original vision of Lee Titus to create dynamic blends that are greater than the sum of their parts. The core estate wines are

blended with some of the most expressive sites for Petite Verdot, Merlot, Malbec, and Cabernet Franc in Napa Valley. Phillip's long

and wide ranging experience with great growers provides Stephen Cruzan the opportunity to blend upwards for length, texture, and a

spectrum of fruit, spice and earth complexities.

CORE WINES

• **Andronicus, Napa Valley Red Wine** – Introductory Value to Titus sources and blending! Avg. Production: 2000 cases.

• This wine is a dynamic, fruit forward blend of Cabernet Sauvignon, Malbec, Cabernet Franc, Petite Verdot, and Merlot.

• We blend selected vineyard blocks and lots for balanced weight and texture, for bright and accessible fruit, and to provide an

accessible introduction to Titus Vineyard wines.

• Average Production: 2000 cases.

• **Cabernet Sauvignon, Napa Valley** – The Standard Bearer of quality for Titus Vineyards! Average Production: 4,000 cases.

• The two different valley floor sites contribute five different blocks with varying shades of bright Cabernet Sauvignon Fruit.

• Blended with Petit Verdot, Merlot and Malbec.

- The fruit is gently destemmed and ferments 10 to 14 days. It is then barreled down to an international array of oak cooperage: new tight grain, lightly toasted, mountain sourced barrels, with personally selected staves for consistency of a lighter ‘background’ spice character.
- The Cabernet Sauvignon is built to be approachable now with expressive, Bing Cherry red fruits with sweet herbs - yet benefit from a decade of aging.
- **Reserve Cabernet Sauvignon, St. Helena Napa Valley** – Our pinnacle Cabernet Sauvignon is our primary blend made each year. This Cabernet is characterized by rich flavor, firm structure, mouth filling texture, and complex aromatics. Avg. Production: 1,000 cases.
 - The core of the Reserve selection comes from the flank of the volcanic knoll on the Ehlers Lane Estate Vineyard that yields dense, concentrated, ripe fruit.
 - The Cabernet is lightly blended with Estate Petit Verdot and Cordes Vineyard Malbec.
 - The fruit is gently destemmed and ferments 10 to 14 days. It is then drained to new, tight grain, medium toast French Oak to marry and complement with darker flavors of the fruit.
 - This vineyard expression of Cabernet Sauvignon is rich, concentrated, and dark with ripe blueberry, blackberry flavors, coffee/chocolate nuances and firm tannin.

ELECTIVE WINES

Sauvignon Blanc, Napa Valley – Crisp, Refreshing, Vibrant! Average Production: 1,000 cases.

- Winery Vineyard Estate, quadrilateral trained, Sauvignon Blanc (UC Clone 1 c.1958 from the Wente Vnyd.) blended with approximately 3% Cold Creek Vineyard Viognier
- The Winery Vineyard Sauvignon Blanc block is planted on well drained sandy alluvial soil close to the Napa River.
- The Sauvignon Blanc fruit is gently whole cluster pressed, steel tank fermented, and aged in neutral barrels to preserve the quince, apricot, and citrus freshness and delicacy while the Viognier is barrel fermented and aged for texture.

Cabernet Franc, Napa Valley – The Other Cabernet that Charms People who “Don’t Like” Cabernet! Avg. Production: 1,000 cases.

- Winery Estate Vineyard Cabernet Franc blended with and cooler climate Sugarloaf Mountain Vineyard (South Napa) Cabernet Franc and approximately 10% Titus Winery Estate Vineyard Cabernet Sauvignon
- Cabernet Franc produces well defined red fruit flavors and juicy acidity in the sandy alluvial soils of our Vineyard
- Clonal/Rootstock Selections:
 - The fruit is destemmed directly to tank with a mix of whole berries and slowly ferments for two weeks to preserve the perfumed red berry, herb and spice complexity.

Zinfandel, Napa Valley – A Sommelier Favorite for its Balance and Grace! Average Production: 900 cases.

- Napa Valley, Winery Vineyard 40 year old ‘heirloom’ DuPratt clone on St. George Rootstock blended with 5% Winery Estate Petite Sirah.
 - The sandy soils allows for dry farming to balance the cluster weight per vine, even ripening and concentrated flavors
 - The fruit is destemmed to tank and fermented on the skins for 14 days and ages 10 months in 30% new American to punctuate the particular cranberry/cherry, autumn spice, and black pepper character of our mature Zinfandel fruit.

Account & Buyer Fit

Buyers who are down to earth, without pretense and cognizant of Napa familial history are key to making new placements. There are older and younger buyers that will understand and appreciate the Titus Napa Valley family story. Handmade, family wine will appeal

to younger buyers who appreciate 'real wines made by real people'. It is important to contrast Titus with the manufactured brands in

the market. Questions to ask your accounts are:

- 1) Whether their Napa selections include any St. Helena producers?
 - 2) Do they have a multigenerational Napa 'originals' in their program?
 - 3) Whether the Titus price point in their program includes any Napa Valley family owned and operated producers?
- What is their current best value for estate based Napa Valley wines?