

For immediate release

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NAPA VALLEY'S SMITH-MADRONE RELEASES FIRST RESERVE After 42 years, the 2010 Cook's Flat Reserve arrives

St. Helena, Napa Valley, December 5, 2013---- On December 5, 1884 President Chester A. Arthur signed a "patent" (the 19th century term for a real estate deed) from the U.S. Land Office granting ownership of what is today Smith-Madrone Vineyards & Winery to George Cook. On December 5, 1933, the Volstead Act was repealed and the 21st Amendment enacted, marking the end of Prohibition. The thread continues---on December 5, 2013, Smith-Madrone is releasing the 2010 Cook's Flat Reserve. "We may be setting a world record for taking the longest time of any winery you can think of to release a Reserve. It's worth it," explains Stuart Smith, the winery's founder and General Partner.

NUMBERED BOTTLES WRAPPED IN UNUSUAL TISSUE

Each bottle is individually numbered; only 1,956 bottles were made. Each bottle is wrapped in colorful tissue, which is imprinted with a copy of the 1884 U.S. Land Office patent. The wine is available in 3-bottle, 6-bottle and 12-bottle wooden cases. The supporting website is www.cooksflatreserve.com.

DISTINCTIVE VINEYARD BLOCK

"We founded the winery in 1971 and as we planted the estate we identified one specific 8-acre block as an unusual, distinctive terroir," says Stuart Smith. "Local oldtimers called this vineyard block Cook's Flat, in honor of George Cook, and over the years we have watched and studied the grapes from this plateau in the midst of our mountain vineyards," he adds. "We have spent 41 years here meticulously farming, making wine and ruminating on what would go into a wine we'd call a Reserve," explains Charles Smith, the winemaker (and Stu's brother). "The Cook's Flat Reserve represents the very best of which we are capable in a given year. It can only be made in small quantities and will only be available when warranted by superior quality. It is the ultimate distillation of our experience and expertise," he adds.

100% NEW OAK & MORE

Harvested September 25 - October 6, 2010, in a growing season which saw ideally consistent weather, the wine was aged for two years in 100% new oak from the Tronçais, Nevers and Allier forests of France. The wine was then held for three years in bottle at the winery. The wine is composed of 75% Cabernet Sauvignon and 25% Cabernet Franc. The alcohol is 14.3%. "The wine has layers upon layers of dark rich fruit flavors; it is classically structured for sustained aging," says Charles Smith. "It tastes the way great wines are supposed to taste: absolutely delicious," he adds.

MOUNTAIN VINEYARD

Smith-Madrone's estate vineyards extend across the top of Spring Mountain at elevations ranging from 1,200 to 1,900 feet, west of St. Helena in the Napa Valley. The vines are planted on very steep slopes, up to 34%, in red Aiken soil, derived from weathered volcanic materials and sedimentary rock. Stuart Smith and Charles Smith are the definition of 'hands-on' vintners and winegrowers: "It's been our hands taking care of the vineyards and the winemaking, making all the myriad of decisions based on the historical context of our grapes and wines," the brothers explain.

SPRING MOUNTAIN DISTRICT, NAPA VALLEY

Current releases of the winery's other wines are 2012 Riesling, 2011 Chardonnay and 2009 Cabernet Sauvignon. All of the wines carry a Spring Mountain District appellation. Smith-Madrone is one of Napa Valley's original artisanal wineries, founded in 1971 by Stuart Smith. It's perched at the top of the Spring Mountain District appellation in St. Helena. Tastings and tours are always conducted by either Charles Smith or Stuart Smith. Smith-Madrone is considered one of Napa Valley's pioneering mountain estate vineyards: one of its earliest honors was when its 1977 Riesling won the category of Riesling in the Wine Olympics, organized by Gault-Millau, conducted in Paris in 1979--- competing with Rieslings from Germany, Alsace and other international growing regions.

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