

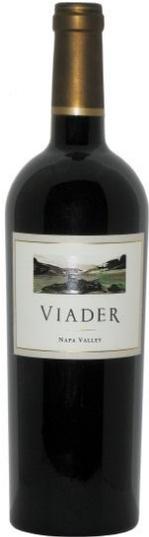
VIADER

NAPA VALLEY

2012 VIADER Proprietary Red Blend

66% Cabernet Sauvignon ✦ 34% Cabernet Franc

“LIQUID CASHMERE”



VIADER Proprietary Red Blend shows the typicity and consistency of the VIADER estate, with its firm structure influenced by the steep and very rocky volcanic red soils of the eastern slopes of Howell Mountain, and the familiar elegance and harmony created through the combination of Cabernet Sauvignon and Cabernet Franc.

WINEMAKER'S TASTING NOTES:

Explosive aromatics of ripe red fruits, cherry, raspberry, wild strawberry and rose petals with burnt caramel notes. The ripeness of fruit contributes to a superb mouthfeel that is bold and balanced with incredibly smooth supple tannins. Intense spices grace the finish. This vintage especially lives up to its popular nickname for the VIADER blend, “Liquid Cashmere.”

2012 GROWING SEASON AT VIADER:

Starting off with a long wet winter and early spring, the 2012 growing season saw a later budbreak in mid-April when the weather took a dramatic turn and got rather warm for most of the spring. Long periods of warm, dry weather allowed vines to grow and fill the canopy at a steady pace. This excellent weather pattern gave the vines an opportunity to produce a much larger crop than 2011 while maintaining a balanced maturation cycle throughout the season. Warmer weather leading up to harvest led to rapid phenolic and sugar accumulation. The benefits of a larger canopy (due to the heavy rains early season) were really apparent late in the summer as temperatures reached triple-digits. The canopy protected the grapes from direct exposure while allowing us to wait until they reached optimal maturity. Night-harvesting started at the beginning of October with Cabernet Franc and we picked the last block of Petit Verdot on October 20th.

Wines of the 2012 vintage are exploding with rich ripe fruit, balanced with firm structure, and overall elegance.



WINEMAKERS: Delia & Alan Viader (mother & son)

AGING: Extended maceration in concrete and stainless steel fermentation tanks. Aged for a total of 20 months in 62% new French Oak barrels.

APPELLATION: Napa Valley

PRODUCTION: 1420 cases

RELEASE DATE: Spring 2015

ABOUT VIADER:

VIADER is a leading first growth Napa Valley estate established in 1986 by Delia Viader and located at 1300ft only eastern slopes of Howell Mountain. VIADER is recognized around the world for consistently producing high quality, very limited production red wines and red Bordeaux-style blends.