

ANNOUNCING
THE PUBLICATION OF



A GUIDE TO THE ESTATE
IN FIVE VOLUMES

Stags' Leap

NAPA, CALIFORNIA

STAGS' LEAP WINERY: A GUIDE TO THE ESTATE

ONCE UPON A time, those forces devoted to the welfare of Stags' Leap, the place and its people, developed a series of books collecting the fundamental knowledge embodied in the historic estate as it existed after the turn of the twentieth century.

The project grew out of an ongoing tradition at the winery of promoting the art of the vine—viticulture, winemaking, the enjoyment of delicious food and wine, storytelling and conversation. *The Estate Book*, as it came to be called, became an opportunity to gather the essential culture of a magical place into a form that would not only preserve its nuances, but also offer an opportunity for this intimate world to be enjoyed by a much wider audience—Stags' Leap as a state of mind.

The structure of the book embodies a sense of serious playfulness familiar to those involved in the gregarious world of winemaking, inviting readers, scholars, enthusiasts of history and of the vine to enter into this place outside of time, discovering a wealth of information. For some this will be a new relationship, for others, a deepening, as they discover details about the history of Stags' Leap, its wine and natural resources they never knew before.

Each volume opens in a different direction. Each volume is illustrated by a different artist. The concept, design and production methods are inspired by a vibrant tradition of book arts that arose out of California's Arts and Crafts movement. The sense of historical legacy and archiving of vibrant information in a vibrant form owes much to the work of a thirteenth century monarch, King Alfonso X of Castile and León. His *Libro de Juegos*, *The Book of Games*, published in 1283, was a compendium of games that he commissioned as one of several books on the vital subjects of his day.

It is with great pleasure that Stags' Leap Winery presents the *Juego de Libros*, our *Game of Books*, in the hope that its readers and aficionados will add to the living documents of which these printed volumes are the most tender outline, and that wherever Stags' Leap wines are enjoyed, the spirit of this place will be manifest.



STAGS' LEAP WINERY & ITS WINES



THE HISTORIC ESTATE of Stags' Leap Winery lies in the heart of the Stags Leap District, which is seven miles north of the city of Napa, just off the Silverado Trail that runs along the east side of the Napa Valley. The wine appellation is named for the Stags Leap Palisades, which in turn took its name from the original 1893 winery and estate of Stags' Leap.

Located at the base of the majestic palisades, wine grapes have been growing at the winery for more than 100 years. Erosion from the palisades is the source of the volcanic soil acknowledged as a contributing factor to the modern reputation for Cabernet Sauvignon in the Stags Leap District.

The 90-acre vineyard at the estate is divided into 23 separate blocks based upon soil types and exposure to the sun. Within individual blocks, each varietal is matched to the ideal rootstock and trellising system. The primary varietals grown at Stags' Leap are Cabernet Sauvignon, Merlot and Petite Syrah, but throughout the vineyard, small amounts of Cabernet Franc, Malbec, Petit Verdot, Grenache and Syrah are planted to add depth and complexity to the final bottlings.

Famous for Cabernet Sauvignon, Stags' Leap Winery has also gained high acclaim for its Rhône varietals, including Petite Syrah, Viognier, and a Rhône-style field blend, *Ne Cede Malis*, which is a special tribute to the oldest vineyard on the property. The historic block of old, head-trained vines includes Petite Syrah, Carignane, Mourvèdre, Grenache, Peloursin, Syrah and Viognier. What makes this estate wine unique is the convergence of the terroir, the vine age, and the old world winemaking process itself, distinctive in that it requires the harvesting and cofermenting of all varietals together at the same time: a true field blend.

Each year, winemaker Kevin Morrissey sets his sights on making handcrafted wines that reflect the history of the estate and tell the story of the land on which they are grown.

WINEMAKER KEVIN MORRISEY

FOR KEVIN MORRISEY, being steward of the land at Stags' Leap Winery is both an honor and a thrill. His meticulous attention to detail and obsession with quality comes from a place of respect for the legacy of winemaking that stretches back to the nineteenth century. As a result, Morrisey spends his days in the vineyard and in the cellar using his senses as his barometer for both harvest and winemaking decisions, always striving to make wines that ultimately represent the land and the special place called Stags' Leap Winery.

In many ways, stepping into the position of winemaker at Stags' Leap Winery in 2005 has been a celebrated homecoming for Kevin. He originally joined the historic estate as an enologist in 1998, fresh from an internship at the renowned Chateau Pétrus in Bordeaux. He was quickly promoted to assistant winemaker by winemaker Robert Brittan. Working steadily for five harvests, Kevin put his heart and soul into learning the estate vineyards and the Bordeaux and Rhône varietals on which Stags' Leap Winery's reputation is based. He left in 2003 for a brief but wonderful experience as winemaker at Etude Wines, returning full circle to Stags' Leap Winery as winemaker in 2005.

In his role as winemaker at Stags' Leap Winery, Kevin recognizes that some of the best grapes in the world pass through his hands. That knowledge together with his connection to the land allow him to let the fruit and the seasons dictate the vintage rather than wine-making techniques. Kevin's ongoing dedication to the wines of Stags' Leap Winery through classic Bordelaise winemaking techniques and his passion for Rhône varietals ensures the legacy of the vineyards and the wines into the next century.



VOLUME I: THE BOOK OF RULES

Content: The first book of the series, *The Book of Rules*, sets the tone for the project by addressing the fundamental aspect of play, detailing sport and games played on the Stags' Leap estate. Beginning with "The Art of Visiting," a tongue-in-cheek etiquette guide for visiting a working wine estate ("Practice decorum with a sparkle in your eye..."), this volume includes rules for playing Dominoes, Bocce, Poker, Rummy, Cribbage and Eight-Ball. For each game, a food and wine pairing are suggested for optimum enjoyment.

Artwork: Artist Dana DeKalb's interpretations of the gaming life of Stags' Leap places each of her players in unusual environments with the game equipment, and includes in each painting a different bird that makes its home on the estate. "In my work," says DeKalb, "I present curious, open-ended narratives that explore the unexpected and exotic in seemingly familiar situations." Her full color paintings were reproduced in the book in two colors using custom spot channels.

Text: Beginning her research at a Games Day for the staff and employees of the winery, Theresa Whitehill gathered and edited the basic rules and composed the introductions based on information provided by members of the Stags' Leap Winery community, paying particular attention to the Stags' Leap variants of each game.



BILLIARDS, ACRYLIC ON CANVAS, DANA DEKALB, 2002

OPENS: Horizontally (left)

SIZE: 8³/₃₂" x 9³/₃₂"

EDITION: 1,000

PAINTINGS: Copyright © 2002 Dana DeKalb,
all rights reserved

TEXT: Copyright © 2004 Theresa Whitehill,
all rights reserved

TEXT PAGES: Printed via offset lithography in warm
black and golden yellow on Mohawk Superfine
100# Superwhite Smooth Text

COVER: Dust jacket wrapper printed letterpress by Peter
Koch Printers, Berkeley, California, in gold-silver
metallic ink & transparent white on Confetti 80#
Yellow Cover

BINDERY: Smythe-sewn, glued into dust jacket wrapper
with open spine

VOLUME II: HISTORY, CULTURE & THE MUSE

Content: Beginning with the geologic and native history of the land that eventually became the estate of Stags' Leap, *History, Culture and the Muse* is a timeline of milestones in the lives of the three major family groups who called the place home, up to the current day ownership of Foster's Wine Estates.

Artwork: Images came from a wealth of sources, including the Bancroft Library, the Oakland Museum, The Napa Valley Wine Library Association, the Grange family and the Stags' Leap Winery archives. Work from artist Patrick McFarlin and photographer Olaf Beckmann illustrate the winery's longterm devotion to the arts. McFarlin's paintings are part of *Napa Valley: Portrait of a Community*, an artist-in-residency that took place in 1998 and became a traveling exhibit and catalog. In 2000, Beckmann was commissioned to document the property. His portfolio of platinum prints photographed with an eight by ten inch format camera capture the unique and haunting qualities of the estate's architecture and grounds. Images were reproduced in the book as duotones.

Text: Collating dozens of texts that had never been gathered into a single document, Theresa Whitehill selected and edited hundreds of entries. Interviews with winery staff, family members, and a Grange family reunion helped round out the stories, resulting in fascinating connections being made in lost corners of the winery's history.



MORTARED STONE PILLARS BY POOL,
PLATINUM PRINT, OLAF BECKMANN, 2000

OPENS: Vertically (down)

SIZE: 8³/₃₂" x 9⁷/₃₂"

EDITION: 1,000

IMAGES: Paintings from *Napa Valley: Portrait of a Community* project copyright © 1998 Patrick McFarlin, all rights reserved; Platinum prints and selected photographs copyright © 2000–2003 Olaf Beckmann, all rights reserved; Other image sources as noted in the book

TEXT PAGES: Printed via offset lithography in warm black and brown on Mohawk Superfine 100# Superwhite Smooth Text

COVER: Dust jacket wrapper printed letterpress by Theresa Whitehill and Paulo Ferreira at the studio of Peter Koch Printers, Berkeley, California in gold-silver metallic ink & transparent white on Confetti 80# Green Cover

BINDERY: Smythe-sewn, glued into dust jacket wrapper with open spine

VOLUME III: NE CEDE MALIS

Content: The winemaking book, *Ne Cede Malis* takes its name from the original Latin motto of the founding Chase family. *Never concede to malis, or, never give in to misfortune* has remained a useful guiding philosophy from the turbulent 1880s through Prohibition, the Great Depression, and the revitalization of the property in the 1970s. It is also the name given to the block of heritage Petite Syrah vines and the Rhône field blend wine made from that block. This volume outlines the core philosophy of winegrowing and winemaking as it has evolved at Stags' Leap, including the strong sense of stewardship and attention to terroir inspired by its unique landscape and the world-class wines grown and made in this place.

Artwork: Patrick McFarlin represented the life of the vineyards by focusing on the forms of not only the venerable heritage vines, but the antique machines and stag antlers found on the property. Working in oil and charcoal, McFarlin limited his palette to two greens and black. His paintings are reproduced in two colors using custom spot channels.

Text: The text, edited and with additional writings by Theresa Whitehill, is based on interviews with winemaker Kevin Morrissey, former winemaker Robert Brittan, and one-time owner of the property, Carl Doumani.



HAND ROLLER, PAINTING, PATRICK MCFARLIN, 2005

OPENS: Horizontally (right)

SIZE: 8³/₃₂" x 9³/₃₂"

EDITION: 1,000

PAINTINGS: Copyright © 2005 Patrick McFarlin, all rights reserved

TEXT: Edited from interviews with additional writings by Theresa Whitehill

TEXT PAGES: Printed via offset lithography in warm black and vibrant green on Mohawk Superfine 100# Superwhite Smooth Text

COVER: Dust jacket wrapper printed letterpress by Theresa Whitehill and Paulo Ferreira at the studio of Peter Koch Printers, Berkeley, California in gold-silver metallic ink & transparent white on Confetti 80# Purple Cover

BINDERY: Smythe-sewn, glued into dust jacket wrapper with open spine

VOLUME IV: CARTOGRAPHY

Content: A book of lists, *Cartography* addresses the rich natural history of Stags' Leap as an inventory of the lifeforms on the estate, beginning with the rocks and geological formations, progressing through native plants, grapevines and rootstocks, historic landscaping plants (including the Sensory Garden where the fragrances of the plants relate to fragrances in the wines, and the Moon Garden, planted in whites and silvers for enjoyment under the moonlight), the animals that rove the estate and the slopes of the Stags Leap Palisades, its birdlife, and finally, the Spirit List, detailing the emotional highlights of the property.

Artwork: Sculptor, printmaker, and landscape architect Roberto Rovira, whose Master's thesis involved exquisitely rendered maps of Granada, Nicaragua, brought his creative mapmaking to this project, rendering four hand-tinted engravings in full color, which were reproduced in the book in two colors using custom spot channels. As Rovira explains: "More indirect than drawing, the printmaking process is full of unexpected revelations, which resonate profoundly with the act of mapmaking and ultimately with the act of navigating the land itself."

Text: Theresa Whitehill developed the text and composed the Spirit List based on information provided by experts in the fields of geology (David Howell), biology (Kjeldsen Biological Consulting), viticulture (vineyard manager Brecon Jackson), landscape plants (Jonathan Plant & Associates), and birds (Robin Leong), along with members of the Stags' Leap Winery community.



STAGS' LEAP WINERY: MANOR HOUSE & ENVIRONS
ENGRAVING, ROBERTO ROVIRA, 2004

OPENS: Vertically (up) **SIZE:** 8³/₃₂" x 9⁷/₃₂"

EDITION: 1,000

MAP ETCHINGS: Copyright © 2004 Roberto Rovira, all rights reserved

TEXT PAGES: Printed via offset lithography in warm black and ruby red on Mohawk Superfine 100# Superwhite Smooth Text

COVER: Dust jacket wrapper printed letterpress by Peter Koch Printers, Berkeley, California in gold-silver metallic ink & transparent white on Confetti 80# Blue Cover

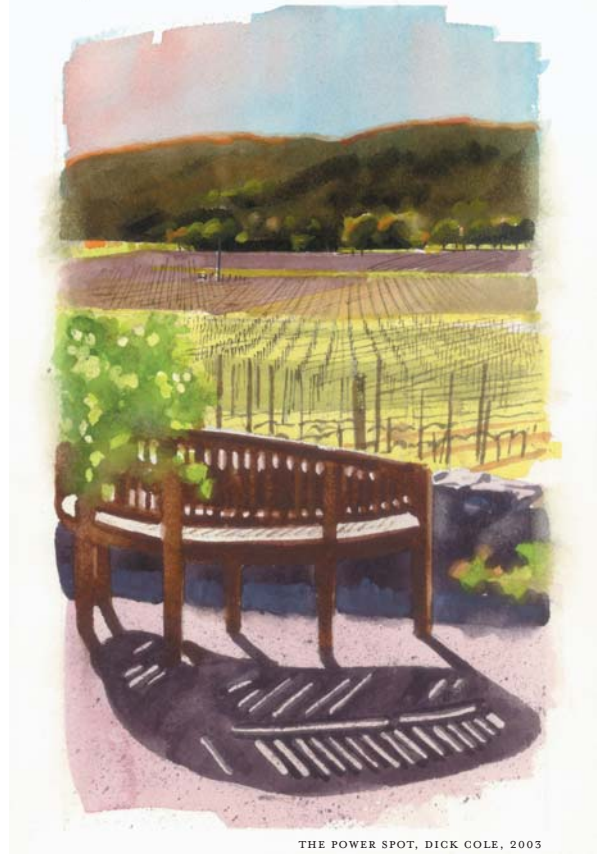
BINDERY: Smythe-sewn, glued into dust jacket wrapper with open spine

VOLUME V: VOICES FROM THE LEAP

Content: Originally conceived as a collection of love letters written to and about and from “the Leap” as Stags’ Leap is affectionately known to its familiars, this collection evolved into a series of voices, and is made up of excerpts from interviews and statements from people who have been involved with Stags’ Leap for many years. Each “voice” is on a separate folded sheet, paired with a watercolor. Readers will find a recipe for rattlesnake from restaurateur Lissa Doumani, who grew up on the Estate, stories about hawks and coyotes, and a particularly poignant ode to the healing nature of a stay at the property by wine writer Michael Lonsford.

Artwork: Illustrator and watercolorist Dick Cole has been painting images of Stags’ Leap for several years. The magical and ethereal nature of the landscape and its inhabitants are invoked in his delicate colors and soft shading. His work was reproduced in the book in full color.

Text: Theresa Whitehill edited the text from interviews she and her partner, Paulo Ferreira, conducted in the summer of 2006, along with additional writings provided by various people associated with Stags’ Leap. Special thanks is extended to poet and Spanish literature professor Beatriz Lagos, who assisted with translation for the piece by Ezequiel Morales, the longest-standing employee of the winery.



THE POWER SPOT, DICK COLE, 2003

OPENS: Wide (open-flap portfolio)

SIZE: 8³/₃₂" x 9⁷/₃₂"

EDITION: 1,000

WATERCOLORS: 2003–2006 Dick Cole

TEXT PAGES: Printed with color laser on Classic Crest Solar White 70# Text

COVER: Dust jacket wrapper printed letterpress by Theresa Whitehill and Paulo Ferreira at the studio of Peter Koch Printers, Berkeley, California in gold-silver metallic ink & transparent white on Confetti 80# Red Cover

BINDERY: Loose folded sheets in open-flap portfolio cover

STAGS' LEAP WINERY
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Open flap linen foil-stamped portfolio, letterpress covers, 2-color offset litho pages

I: *The Book of Rules* II: *History, Culture and the Muse* III: *Ne Cede Malis* (Winemaking)

IV: *Cartography* (Natural History) V: *Voices from the Leap*

Stags' Leap



PHOTOGRAPHY: FRANK DERAS

For more information on the wines of Stags' Leap Winery and the estate book project, contact Maggie Zeman, Public Relations

(707) 299-3005 Maggie.Zeman@stagsleap.com

6150 Silverado Trail Napa, California 94558

(800) 640-LEAP (5327) (707) 944-1303 fax: (707) 944-9433 www.stagsleap.com

Stags' Leap Winery: A Guide to the Estate

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This project was originally envisioned and developed by former winemaker Robert Brittan and carried forward and completed with winemaker Kevin Morrissey

Structure and bindery concept: Robert Brittan and Theresa Whitehill

Design, production, text and project management: Colored Horse Studios, Ukiah, California

Project Copy Editor: Julia Bloch

Casebound Edition: 100 black linen-covered open flap portfolio cases, 8³/₈" x 9¹/₂" x 1³/₄" with foil stamping and bone pin closures, each holding a set of five volumes



Stags' Leap

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Stephanie Greene, Public Relations, Stags' Leap Winery (707) 299-3265 Stephanie.Greene@stagsleap.com

6150 Silverado Trail Napa, California 94558

(800) 640-LEAP (5327) (707) 944-1303 fax: (707) 944-9433 www.stagsleap.com

Stags' Leap \stəgz lēp\ n (1888)

l a : The original wine-growing estate located on the east side of California's Napa Valley

b : A skillful leap of exuberance **c** : a profound acrobatic undertaking in order to satisfy an

urgency of the body, soul, and spirit **d** : most savory or elegant, as in Stags' Leap Petite Syrah