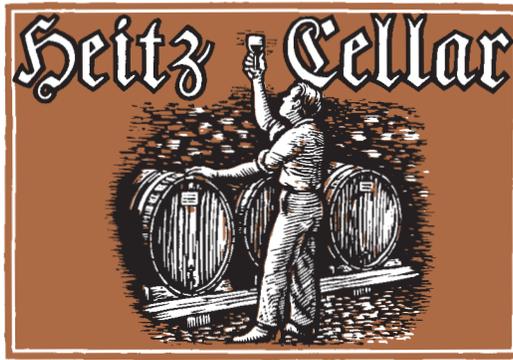


HEITZ WINE CELLARS

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March 2016

Fellow Winelovers,

We are in the throes of winter and what better time to drink some of those enticing Cabernets from our cellars. Go ahead, "reach for the Heitz" and enjoy a bit of Napa Valley's liquid history.

Taking the Long View – Our Commitment to Excellence

Normally, this is the year that we would release the 2011 vineyard-designated Cabernets. But Mother Nature had something else in mind. As you know, 2011 was cool with rainfall continuing into May and June: quite late for the Napa Valley. Despite our best efforts, much of the Cabernet crop did not meet our exacting quality standards for the single-vineyard wines, so we have decided not to release the 2011 vintage of Martha's Vineyard or Trailside Vineyard Cabernet Sauvignon. The good news is that the 2011 Napa Valley Cabernet is excellent (and will shortly sell out). We are now transitioning into the delicious 2012 vintage...

New Release - 2012 Napa Valley Cabernet

The 2012 Napa Valley Cabernet encapsulates the freshness of a near-perfect growing season. The alluring aroma of fresh berries fills the glass and then slides effortlessly into the pure essence of rich Cabernet. A beautiful, approachable wine that is so skillfully balanced on the palate. With style and finesse, this quintessential Cabernet will bring enjoyment now and for years to come with proper cellaring.

Our 55th Anniversary

In 1961, Joe Heitz, along with his wife Alice, made the leap from winemaker to winery owner and started our small family business. From the very beginning their vision of producing world-class wines has been our lodestar. Second generation, Kathleen and David, and third generation Harrison have expanded on that legacy, and the winery continues to thrive. A big part of our success story has been our friendship with the May family...

50 Years of Martha's Vineyard

Tom and Martha May might not have realized what they were getting into when they bought and developed the vineyard now known around the world as Martha's Vineyard. But luckily for us, something extraordinary happened. In 1966, Joe Heitz and Tom May decided to keep the fruit separate, and Martha's Vineyard became the first vineyard-designated Cabernet Sauvignon in the Napa Valley.

The unique character of the wine soon became known around the world, just as Joe Heitz predicted when he introduced the inaugural vintage by writing,

We think this particular "Martha's Vineyard" bottling will become one of the outstanding wines produced in the Napa Valley. – J.E. Heitz

50 years later, Tom and Martha are still at it. Along with their children, Richard May and Laura May Everett, they shepherd their beloved vineyard, always with an eye towards conserving the land for generations to come.

One Handshake, Three Generations and 50 Years Strong

A handwritten signature in black ink that reads "Kathleen Heitz Myers". The signature is fluid and cursive.

Kathleen Heitz Myers

A handwritten signature in black ink that reads "Harrison Heitz". The signature is more formal and blocky than the one next to it.

Harrison Heitz

The Heitz Family