

Fall-Winter 2002-2003

**THE IMPOSSIBLE DREAM...
GUESS WHO'S COMING TO DINNER?**

FOR THE JUNE NAPA VALLEY AUCTION catalog, participating vintners were asked the following question: "If you could pick anyone in history, who would you invite for a night out on the town?"

My choice would be Frank Sinatra for a night on the town. I've always been curious about the "mob." Does it actually exist? What about the connections to the Kennedy administration? The Kennedy assassinations? Marilyn Monroe? The "Sopranos?"

I think Frank could really clear these questions up. Plus, think of the prestige and awestruck respect that I would garner from New York restaurateurs when they realize that I was able to bring Frank Sinatra back from the dead and make him look 30 years old again! Frank would tell everyone that it was the miraculous healing powers of my 1998 Napa Valley Cabernet Sauvignon! Sales would soar! I would be on the cover of the Wine Spectator!

Unfortunately, ressurecting Frank Sinatra is perhaps the only way I could get some of my out-of-state distributors to get excited about the 1998 Cabernet. Due to consolidation in the distribution end of the business, i.e., giant companies buying up smaller family-run companies, our choices for representation in many markets outside of California are dwindling. The bigger the company, the simpler the thinking; 98 bad--99 good.

But just as the traditional supplier-to-distributor-to retailer or restaurant-to-consumer four tier system is getting more problematic for the small winery, the winery direct-shipping-to-customer option is growing. Thanks, in part, to several pending legal actions, the internet, and companies like "Fiftyfivedegrees.com," it is becoming increasingly easier to ship wine directly to the consumer. Fortunately for us this is the fastest growing segment of our business!

And as a way of saying thank you to the faithful on our mailing list and especially to our wine club members, I would like to extend a special offer on the 1998 Napa Valley Cabernet. For holiday gifts, parties, weddings, or any occasion, please call, fax, or e-mail for a special price if you wish to buy one case or more. Wine Club members will receive the most outrageous deals!

Happy Holidays from all of us at Keenan Winery!

--Michael Keenan

