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Robert Keenan Winery

P.O. Box 142
St. Helena, California 94574 USA

Come visit the winery at 3660 Spring Mountain Road, serenely located atop the wine country.



Keenan

RESERVE



2008
Merlot
Mailbox Vineyard
Napa Valley
SPRING MOUNTAIN DISTRICT





2007 Merlot
Napa Valley
 \$36/bottle

The 2007 Keenan Merlot is composed of sixty-nine percent Keenan Estate Merlot. Thirty-one percent of the wine is Merlot fruit harvested from the Napa Carneros region. After hand harvesting, the grapes were de-stemmed, then inoculated with Montrachet yeast.

Fermentation ranged from eight to eleven days before pressing.

The '07 Merlot has been aged in thirty-three percent new French and American oak barrels for eighteen months. The resulting wine shows intense aromas of black cherry, blackberry, and cassis. Complex nuances of cocoa and coffee bean emerge as the wine opens up. This is a "big" Merlot that will age for many years to come.



2007 Cabernet Sauvignon
Spring Mountain District
 \$47/bottle

The 2007 Cabernet Sauvignon is composed primarily of grapes grown on Keenan's Spring Mountain District Estate; the remainder of the fruit was harvested from Pope Valley, a grape growing region located in the eastern portion of Napa.

Keenan's Estate Cabernet Sauvignon grapes were harvested

beginning on September 24th, with the final lot being picked on October 9th. After harvest, the fruit clusters were de-stemmed, then fermented for ten to fourteen days. The wine was barrel aged in thirty-three percent new French and American oak for twenty months.

The blend was assembled just before bottling. The Estate grown Cabernet imparts amazing concentration and remarkable structure, while the portion of Cabernet harvested from Pope Valley adds complex aromas and a balanced mid-palate.



2009 Chardonnay
Spring Mountain District
 \$30/bottle

The 2009 Chardonnay was hand harvested, de-stemmed, then gently pressed. Twenty percent of the juice was fermented and aged in stainless steel tanks, while eighty percent was fermented and aged in French and American oak barrels. No secondary, or malolactic fermentation was carried out, leading to the crisp, citrus character of this wine. The portion of

Chardonnay aged in barrel was left on its lees and stirred weekly. The wine was bottled after approximately seven months of aging in the cellar.

The finished wine shows citrus, ripe pear and green apple in the nose. Hints of lush white peach are noticed as the wine opens up. The sur-lie aging has added richness and complexity, and plenty of oak character returns on the finish. Like all of Keenan's wines, this Chardonnay is a food worthy wine whose crisp acidity and medium body will accompany a wide variety of food fare.



2008 Syrah
Napa Valley
 \$38/bottle

2008 marks the seventh year in which Keenan has produced a Syrah. The Syrah grapes were grown in the Coombsville and Atlas Peak regions of south eastern Napa. The grapes were picked late in the season, and then whole berry fermented in

small half ton boxes. After fermentation the wine was aged in French and American oak barrels for seventeen months.

The nose of the wine offers aromas of black cherry and blackberry along with underlying floral nuances. The texture is soft, yet the wine maintains wonderful structure. This is a versatile wine that will accompany a wide array of dishes.



| ORDER FORM | | QUANTITY | ITEM | PRICE |
|--|--|--|--|------------------|
| BY PHONE, FAX OR MAIL | | | WINE CLUB MEMBERSHIP-4 bottles shipped twice a year | FREE |
| SHIP TO: | | | An average of \$120 per shipment billed only when shipped. | |
| NAME ----- | | | 2007 Cabernet Sauvignon Reserve, Spring Mtn. Dist. (\$96/bottle) | |
| STREET ADDRESS ----- | | | 2007 Cabernet Sauvignon, Spring Mountain District (\$47/bottle) | |
| CITY/STATE/ZIP ----- | | | 2008 Cabernet Franc, Spring Mountain District (\$60/bottle) | |
| DAYTIME PHONE (essential) ----- | | | 2008 Merlot Reserve, Mailbox Vineyard, Spring Mtn. Dist. (\$60/btl) | |
| EMAIL ----- | | | 2007 Merlot, Napa Valley (\$36/bottle) | |
| PAYMENT METHOD BY: | | | 2008 Merlot, Napa Valley, Carneros (\$28/bottle) | |
| <input type="checkbox"/> Check <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard | | | 2009 Chardonnay, Spring Mountain District (\$30/bottle) | |
| CARD # ----- | | | 2008 Syrah, Napa Valley (\$38/bottle) | |
| EXP. DATE/SIGNATURE ----- | | | 2008 Zinfandel, Napa Valley (\$34/bottle) | |
| CARD HOLDER NAME (print) ----- | | | | |
| <i>My signature certifies that I am 21 years of age or older.</i> | | | | |
| | | Discounts: 6-11 bottles = 5% 12 or more bottles = 10% Club Member = 20% | | < > |
| | | Shipping Info: Choose one and add the amount in the price column. | | |
| | | <input type="checkbox"/> UPS 3RD DAY AIR | <input type="checkbox"/> UPS GROUND | |
| | | \$25 1-3 bottles | \$12 1-3 bottles | |
| | | \$35 4-6 bottles | \$20 4-6 bottles | |
| | | \$60 7-12 bottles | \$30 7-12 bottles | |
| | | Sales Tax: 8.75% California residents only. There is no sales tax for other states. | | |
| | | www.keenanwinery.com | TOTAL | |

HIGHLIGHT OF THE YEAR

It's not that often where you have one event in a year that really stands out as exceptional. 2011 had that singular event for us at the winery.

At this time last year we got the notice from the Napa Valley Vintners Association asking us if we wanted to offer a dinner at the winery for the Wine Auction in June. We hadn't done an event for the Auction at the winery for several years and I felt the time was ripe to do another one. I asked Jennifer if she wanted to take charge of this time-eating and non-paying endeavor and she agreed. Well after butting heads with the Auction rules and requirements for two weeks we decided to give up on participating with the Vintners and just throw a dinner at the winery for our 40 top direct buyers and thus was born the 'Top 40' party.

I asked my great friend Chef Kurt from the Coach House in Oklahoma City to come out and do the dinner and he readily agreed. Chef Kurt is not only enormously talented but rends asunder the notion that great Chefs have to be enormous primadonnas. Not only did Chef plan the entire meal, he brought out his GM and his top server to help execute the service. And when word got out that he was coming to Napa to do a dinner, four of his former protégés, who are now Bay Area Chefs in their own right, volunteered to help. I've never seen so much talent in our humble little kitchen.

We did the dinner in the cellar, which Jennifer transformed with red carpet, candles and amazing table decorations. It was truly a transformative experience. This was more than just a dinner, it was a night that made me feel an immense sense of pride; in our setting, what our team has accomplished wine wise in the last 12 years, watching my daughter trailing behind the pros carrying every dish down that oversized flight of stairs, and having the kind of friends who can cook like that! I ate every morsel that was set before me. I never do that at wine dinners.

Needless to say, we want to do this again in 2012. Mark your calendars for Saturday August 4th and stay tuned to find out how to qualify!

Cheers to memories,

—Michael Keenan

Scan the QR code on the cover with your smart phone, or go to www.keenan40.com on your computer, to learn about how to win seats at the Top 40 Dinner!



GROWING SEASON AND HARVEST 2011 BACK TO BACK LATE HARVESTS!

The season began with rain that just wouldn't quit. We thought 2010 was a wet year, yet 2011 surpassed it by over 12 inches (that's an extra foot of rain!). For the most part the summer was really nice, but the thermometer reached into the 90's only occasionally. September and October came around and Mother Nature threw more cold weather and rain at us.

Most years we've finished looking at the rain gauge come June. This year the rain kept coming. Two inches of rain dumped on the vineyards the first week of June, then another inch the last weekend in June. Over three inches of precipitation fell during a month that's usually warm and sunny. July and August were beautiful, but we really needed some major heat to dry the soils and get the vines to concentrate on maturing the grapes.

The vines looked beautiful though. The plentiful rains led to lush, green canopies. Even blocks that usually start showing stress by August were going strong. The amount of water in the soil allowed the vines to thrive; 90% of the vineyard blocks on the Keenan estate were dry-farmed this year. Only the young Point vineyard and the half acre Zinfandel block received irrigation water.

September showed up and we knew the fruit maturity was behind. We're usually picking grapes by the second or third week of September. This year we didn't really get going until October 10th, close to a full month later than average.

The first week of October gave us 2 inches of rain, but the vines persisted. Maybe it was the overall health of the vines that kept the fruit maturing; even with mild temperatures and rain, grapes slowly kept ripening. Finally the last week of October warmed up. Humidity was low and dry winds helped push the remaining vineyard blocks to full maturity.

Chardonnay, Merlot and Cabernet Franc yields were down this year. Cabernet Sauvignon tonnage was up, with a few blocks showing record yields. We're noting wonderful balance of acidity, tannin and richness in the young wines. Another diverse vintage to look forward to tasting!

—Matt Gardner



2008 Merlot Reserve
Mailbox Vineyard
Spring Mountain District
\$60/bottle

For the sixth consecutive year the recently rechristened "Mailbox" vineyard has been chosen as the source for the Reserve

Merlot bottling. Hints of violets and a signature spiciness show in the nose, a chocolaty creaminess combines with the rich dark full fruit on the palette, and the finish is beautifully layered, deep, elegant and very, very long. Drink now or decades from now. Cheers!

Cheers
 Michael Keenan

2008 KEENAN MERLOT, RESERVE, MAILBOX VINEYARD, SPRING MOUNTAIN DISTRICT

Robert M. Parker Jr., *The Wine Advocate*, Issue # 192 December 2010
94 Points: "The opaque ruby/purple-hued 2008 Merlot Reserve Mailbox Vineyard (100% Merlot) is a stunning 350-case cuvee that competes with some of the finest Merlots made in Napa Valley. Almost crunchy, this juicy wine has vivid minerality, lots of sweet boysenberry and berry fruit intermixed with flowers, white chocolate and spice characteristics. Medium to full-bodied, substantial, elegant and pure, this beauty should be enjoyed over the next 10-15 years."

2007 CABERNET SAUVIGNON, RESERVE, SPRING MOUNTAIN DISTRICT

Robert M. Parker Jr., *The Wine Advocate*, Issue # 186, December 2009
94+ Points: "Its' opaque purple color is followed by a big, layered mouthfeel with intense richness suggestive of creme de cassis, charcoal, tobacco leaf, and hints of truffles... Full-bodied with excellent precision as well as freshness, this complex effort requires 2-3 years of cellaring, and should keep for 25+ years."

2007 CABERNET SAUVIGNON, SPRING MTN. DISTRICT

Robert M. Parker Jr., *The Wine Advocate*, Issue # 186, December 2009
92 Points: "...a dense ruby/purple hue along with plenty of crushed rock, black currant, black raspberry, white chocolate, and earth characteristics. A supple texture, beautiful concentration, and a long finish suggests it will continue to drink well for 15-16 years."

Stephen Tanzer's, *International Wine Cellar*, May 2011

92 Points: "Red-ruby. Blackberry, blueberry, licorice, graphite, cocoa powder and violet on the nose. Suave and smooth but powerful too, with very good acidity framing and intensifying the concentrated dark fruit flavors. Finishes quite long and subtle, with firm, suave tannins reaching the front teeth..."

Wine & Spirits Magazine, October 2011

94 Points, Best Buy: "... It builds from savory blueberry and the French roast coffee scent of oak toward crushed rock in the tannin. Even with their explosive mineral power, those tannins manage to feel silken and restrained."

2008 CABERNET FRANC, SPRING MOUNTAIN DISTRICT

Robert M. Parker Jr., *The Wine Advocate*, Issue # 192, December 2010
94 Points: "The 2008 Cabernet Franc (100% Cabernet Franc from estate vineyard planted at a 2000 foot elevation) now represents 525 cases. Cabernet Franc has performed brilliantly at this height, and this is another example of the potential of Spring Mountain. This dense purple-hued wine is richly fruity with a beautiful floral, blueberry, raspberry and black currant-scented nose, good underlying minerality and a gorgeous fruit intensity without any sense of heaviness (14.3% alcohol). Elegant, pure and well-textured, this is a stunning Cabernet Franc to drink over the next decade."

Stephen Tanzer's, *International Wine Cellar*, May 2011

93 Points: "Bright ruby-red. High-pitched, perfumed nose offers sexy aromas of blackberry, cherry, violet and musky brown spices. Densely packed and energetic, with a mountain berry intensity that's accentuated by ripe, integrated acidity. A complete but very youthful cabernet franc that finishes with broad tannins and lingering perfume. A sentimental favorite."

2007 MERLOT, NAPA VALLEY

Robert M. Parker Jr., *The Wine Advocate*, Issue # 186, December 2009
 "The seductive, soft, plush 2007 Merlot offers a luscious combination of herb-tinged mocha, chocolate infused black cherry and currant fruit, plum and anise. The complex aromas are followed by a lush, succulent wine with dark fruit flavors showing a hint of spicy oak."

Wine Enthusiast Magazine, October 2011

92 Points: "A delicious Merlot, drily tannic and rich in blackberries, cherries and chocolate.... Great with grilled steak with sauteed mushrooms."

See the Order Form on the front page to join the Wine Club.
Or visit our website: www.keenanwinery.com

You are Invited!

SUMMER OPEN HOUSE

SATURDAY, JUNE 16 • 11 AM – 3 PM

- Wine Tasting and Appetizers
- Current release wines, library wines and barrel tasting
- 2011 Estate Cabernet Sauvignon Futures Offering!
- Tour our historic cellar and meet the winery staff
- Enjoy the views from our mountainside winery

DON'T MISS ROBERT KEENAN WINERY'S 2012 Summer Open House, beginning at 11 am on Saturday, **June 16**. Taste current releases as well as library wines, and even sample some of our young wines still aging in oak barrels. Appetizers will be served in the tasting room to compliment our award-winning wines.

This event is by invitation only, and is free to Wine Club members, however \$40 per adult will be charged for non-Wine Club members. Please RSVP with the number of guests in your party by Tuesday, **June 12th**.

Please note: we will be capping attendance this year at 350 guests.

- Phone: 707-963-9177
- Email: rkw@keenanwinery.com
- Faxing : 707-963-8209

RSVP

Yes, we will attend the Summer Open House.

Number in party _____

YOUR NAME _____