



Keenan
Napa Valley
Spring Mountain District



3 Generations 236 Acre Estate 58 Acres of Vines

Keenan Winery was founded by Robert Keenan in 1974. His son, Michael, took over management in 1998, and today Michael and Jennifer Keenan's son, Reilly, is also a key team member. Reilly's sister Madison is a physician who joins the family to host open houses and special events on the estate.

The Keenan Team includes General Manager Matt Gardner, with the winery since December 1994, and Tasting Room Manager Laura March, since 1996. Add Cellar Master Aristeo "Art" Garcia, Vice President of Sales Sean Romano, Wine Club Manager Elizabeth Zafra, and Cellarhands Jason Almaraz and Ben Gardner to make up the whole team.



World's Top 100

Honored to be named one of the world's top 100 wineries by Wine & Spirits Magazine, most recently in 2023. Keenan Winery has had 93 wines awarded 90-97 points by Robert Parker Jr.'s Wine Advocate, beginning with the 2001 vintage.



“Keenan has been on a real high-quality roll for years, and they are among my favorite wines in Napa Valley, combining power and complexity. ... One of the shining stars, not only of Spring Mountain, but all of Napa Valley.”

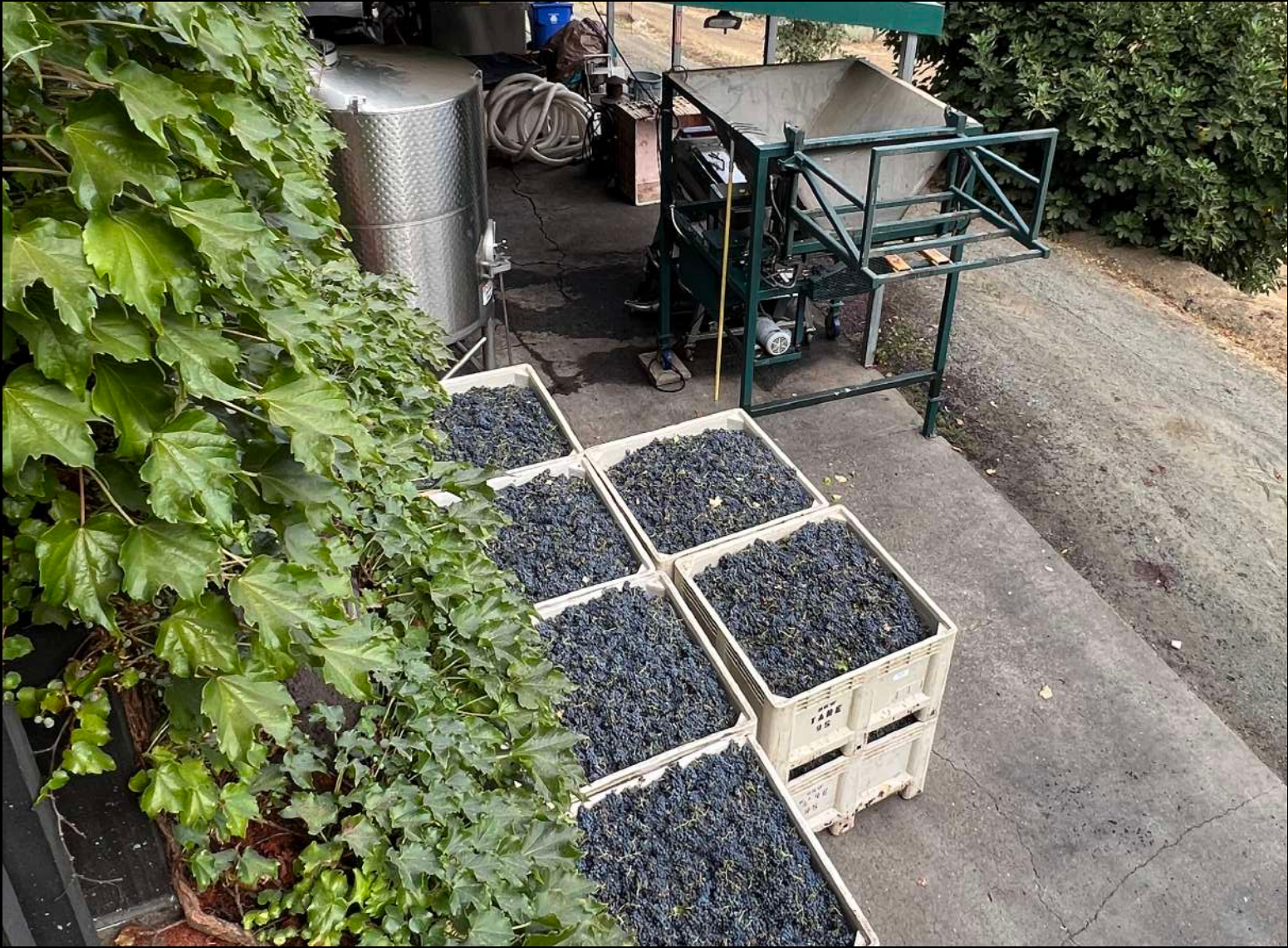
- Robert Parker Jr., Wine Advocate, October 30, 2014

“Keenan is one of the undiscovered jewels of Napa Valley.
Michael Keenan and his team craft understated,
classically built wines endowed with tons of site and
varietal character.”

- Antonio Galloni, Vinous

“It was a 1978 Chardonnay from Robert Keenan Winery in California. ... The Keenan, which we’d never seen before, was one of the greatest wines we’d ever tasted.”

- Dorothy J. Gaiter and John Brecher, The Wall Street Journal



Keenan Team

The small and nimble Keenan Winery team proudly produces 10,000-12,000 cases annually of ultra-premium, Bordeaux-style wines on the multigenerational Napa Valley, Spring Mountain estate. Keenan wines express distinctive mountain terroir, pure varietal flavor, and superb aging potential.



Michael Keenan
President & Owner



Jennifer Walker Keenan
Artistic Director & Strategist



Matt Gardner
General Manager



Sean Romano
Vice President of Sales



Aristeo "Art" Garcia
Cellar Master



Reilly Keenan
Wine making and leaf raking



Laura March
Tasting Room Manager



Elizabeth Zafra
Wine Club Manager



Jason Almaraz
Cellarhand



Ben Gardner
Cellarhand



Madison "Maddy" Keenan
Doctor & Wine Daughter





Ghost Winery

Peter Conradi Winery, founded in the late 19th Century and one of the first pioneering properties established on Spring Mountain, had been abandoned during Prohibition. So, when Robert Keenan purchased the estate in 1974, none of the original vineyards were producing.

Keenan extended the original vineyard acreage and replanted the property to Cabernet Sauvignon, Chardonnay, Merlot and Cabernet Franc. Then, he built a new winery using the existing stonewalls from the old Conradi building and celebrated Keenan Winery's first harvest there in 1977.

The winery building was later remodeled by Jennifer Walker Keenan's own father, the highly respected architect John C. "Sandy" Walker.





Terroir and AVA

Keenan Wines are a true archetype of the estate's distinctive terroir and reflect the adherence to vineyard and winemaking practices designed to showcase the sense of unique mountainside environment.

Designated an American Viticultural Area (AVA) in 1993, the Spring Mountain District of Napa is appreciated for its low-vigor soils that create stressful growing conditions for vineyards planted on the mountainsides.



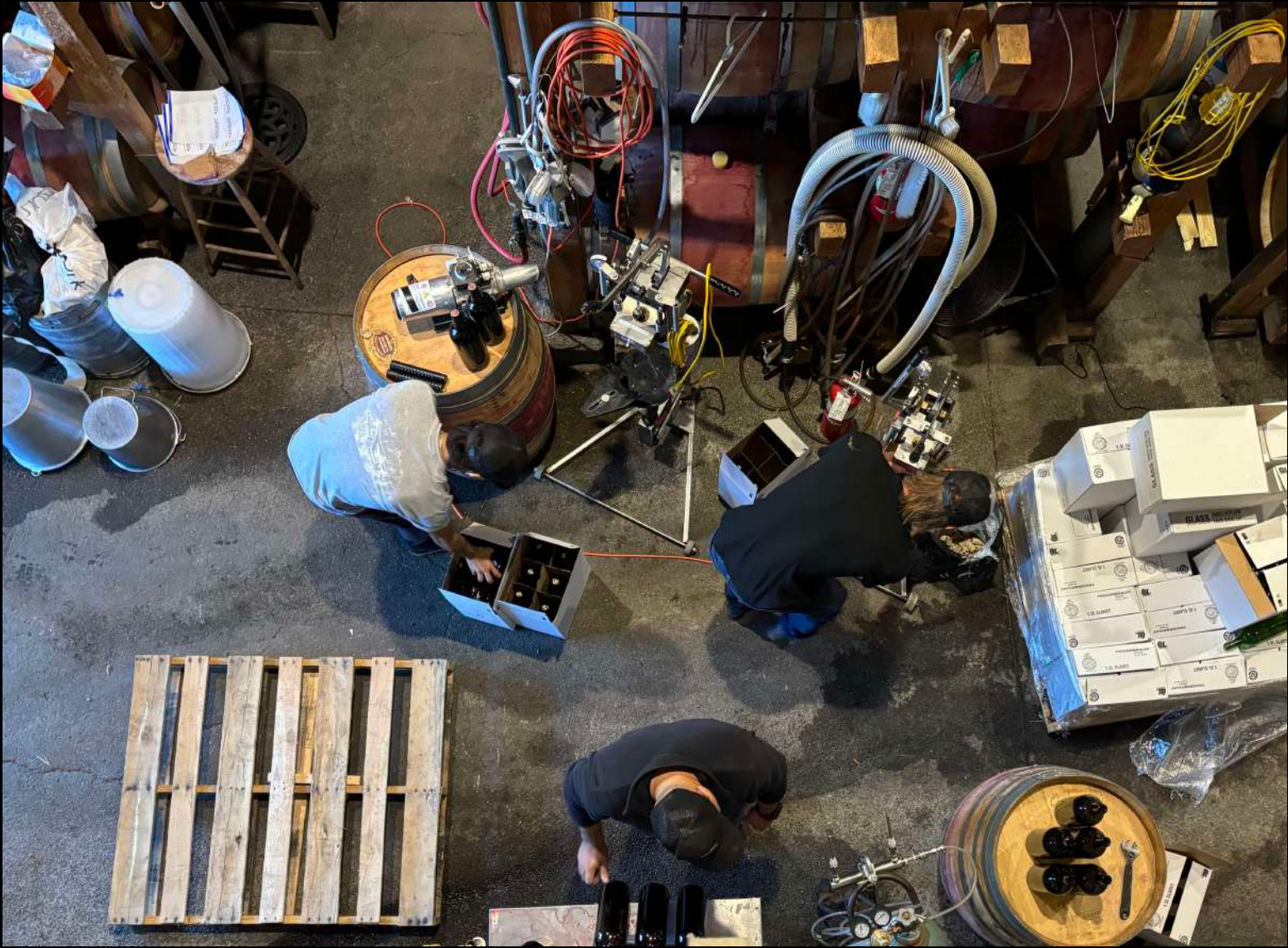


Concentration, Structure and Expression

The unique environment of the Keenan Winery Estate on Spring Mountain leads to superb grapes. Wines produced by the estate show great concentration, structure, true typicity, pure varietal flavor, complex tannins, graceful structure, and superb aging potential.

In the Keenan vineyards, each varietal clone is planted in its optimum location and sustainably farmed with specially selected rootstock, row orientation, and efficient irrigation. The result? Superior quality fruit translates into naturally produced wines with varietal flavors that stand out in each bottle of wine.





Wine Varietals

Cabernet Franc
Cabernet Sauvignon
Chardonnay
Merlot
Syrah
Zinfandel
Mataró
Mencía
Petit Verdot
Petite Sirah
+
Proprietary Blends
Small Lot Wines



Mernet Reserve

Keenan's proprietary marriage of Merlot and Cabernet, pronounced (mare-nay).

The 2022 is an even split: Merlot from the Mailbox vineyard and Cabernet Sauvignon, Clone 7, from Big K. Two hundred cases, and the 24th consecutive vintage.

MERNET is a registered mark, on the public record.

Mernet, between the two wines that make it: Merlot and Cabernet Sauvignon.



Small Lot

The Futures & Bird Series is the winery's pre-release collection, now in its seventh consecutive year. Each wine is made once and never repeated, and is offered as a future before it is bottled.

Every release is named for a bird Reilly Keenan photographed on the estate: Bluebird, Raven, Black Phoebe, Northern Flicker, the Goose, the Red-Tailed Hawk and the Barn Owl, one for each year.





Sustainable Farming

Keenan Winery is dedicated to sustainability, with a solar power system online since 2007 that offsets most of the winery's electricity.

The estate also farms with organic compost, cover crops and efficient irrigation, and is recognized as a green winery by the Napa Valley Vintners.

These successes are proudly announced on Keenan Wine back labels: Solar Powered and Sustainably Farmed.



Philosophy

“A result of our respecting the land and environment is that the grapes we farm are delicious, as are the wines we make from them. We’re on the right track: we’re certified sustainable. In short, we’re putting more back in than we’re taking out, and it’s working.”

- Michael Keenan





A Paragon in Winemaking

Legend has it that Keenan Merlot is the Master Sommelier's reference point for the varietal.

While the winery is renowned for its traditional and stunning single varietal wines (Merlot, Cabernet Sauvignon, Chardonnay, Cabernet Franc, Syrah, and Zinfandel), the Keenan Team (thank you, Reilly Keenan) is also making a name for itself for its trail-blazing exploration of rare varieties of grapes such as Mencía, Petit Verdot and Mataró, as well as its new Keenan Bird Series, Single-Vineyard wines, and never reviewed or officially released (shhhh) Secret Wines.



Wine and Food

“Wine is merely a vehicle for food. No one but you knows what’s a good wine. So, trust your own taste.”

Michael Keenan sets all the pretense aside. While the unique location of the Keenan Winery Estate, high up in the Mayacamas Mt. Range, produces one-of-a-kind, spectacular wines that are perfect for aging, as the Keenan team and fans like to say:

“Why wait?”





Wine Tasting

When one tastes Keenan Wines, one not only gets to enjoy the prestigious and distinct characteristics that originate with Keenan grapes grown high on the Mayacamas Range in Keenan's Napa Valley estate. One also gets the rare experience of savoring a traditional, Bordeaux-style wine produced by hand right in the Spring Mountain sub-appellation of the Napa Valley AVA.





Keenan Fans

Speak with any premium wine aficionado who enjoys Keenan Wines, and you'll find a staunch brand affiliate who relates to the story of a family-owned, Napa winery that continues to produce exquisite, rare, Bordeaux-style wines year after year.

Keenan Winery is that rare gem of what Napa used to be like: humble, friendly and damned good.







KeenanWinery.com
(707) 963-9177

3660 Spring Mountain Road
St. Helena, CA 94574

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