



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 Pediatrician who helps out during some big events.

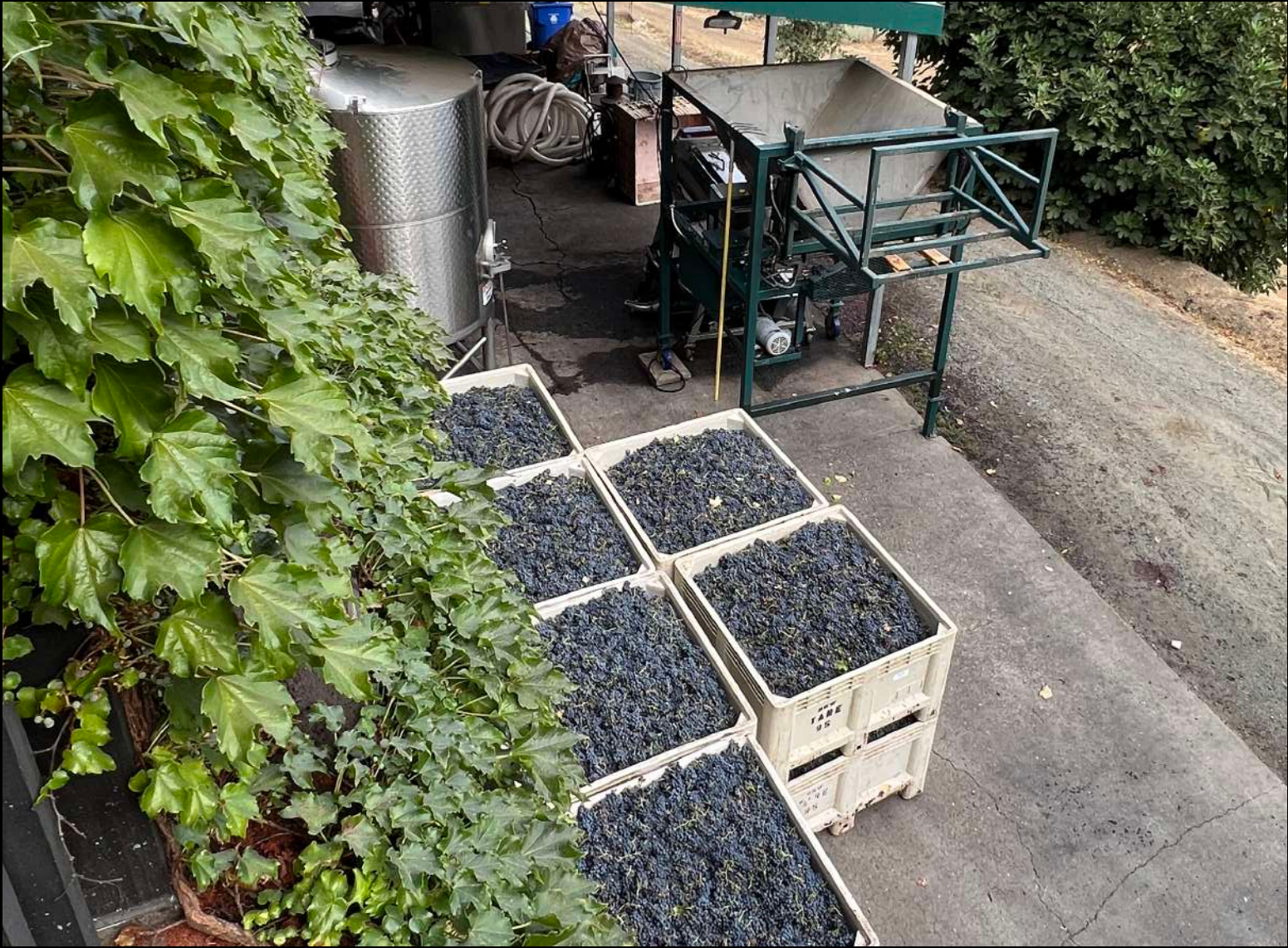
The Keenan Team includes General Manager Matt Gardner, with the winery since December 1994, and Tasting Room Manager Laura March, since 1996. Add Cellar Master Aristeo "Art" Garcia, Wine Club Manager Elizabeth Zafra, and Cellarhand Jason Almaraz to make up the whole team.



World's Top 100

Honored to be named in the world's top 100 wineries by Wine & Spirits Magazine, Keenan Winery has had 92 wines awarded 90-97 points by Robert Parker Jr.'s Wine Advocate in the last 13 vintages.





Keenan Team

The small and nimble Keenan Winery team proudly produces about 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 | WINEMAKING



Laura March

TASTING ROOM MANAGER



Matt Gardner

GENERAL MANAGER | WINEMAKING TEAM



Aristeo "Art" Martinez

CELLAR MASTER | WINEMAKING TEAM



Elizabeth Zafra

WINE CLUB MANAGER



Reilly Keenan

WINEMAKING | RAKER OF LEAVES



Jennifer Walker Keenan

ADVISOR | ARTISTIC DIRECTOR



Madison Keenan, MD

WINE HOST | WINERY DOCTOR



Jason, Cellarhand

CELLAR MASTER | WINEMAKING TEAM



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 Vineyard Appellation (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.



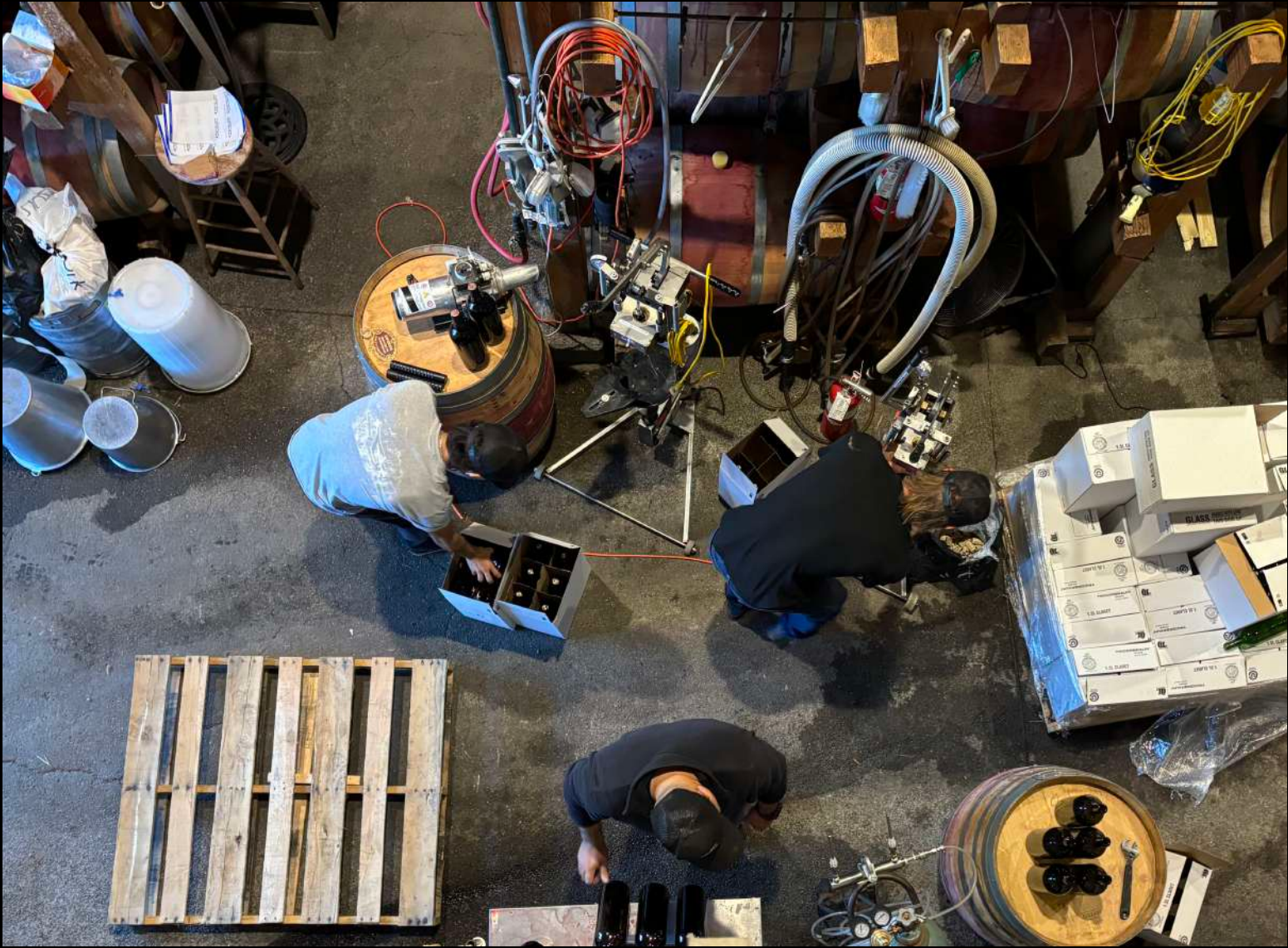


Concentration, Structure and Expression

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
Experimental Wines





Sustainable Farming

In addition to producing premium wines, Keenan Winery is also dedicated to sustainability, with a solar power system, which has been online since 2007, to supply all of the estate's energy needs.

Keenan Winery has been certified Sustainable by Fish Friendly Farming/Napa Green Land Certification since 2011.

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

Keenan Winery is honored that the Court of Master Sommeliers has used Keenan Merlot as the Benchmark Merlot for the Northcoast.

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.







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