

THE XTANT & PETIT BÂTARD DRINKER

Wine is a huge part of this drinker's life. He reads about it, collects it, and plans elaborate tasting excursions to different wine regions in an effort to better understand the craft. When it comes to purchasing wine, this financially healthy buyer does not bat an eyelash at paying a premium price for stellar vintages sourced from the finest growing regions. He enjoys the pleasures of tasting and collecting exceptional wine.

Wine Aficionado: Extremely interested in wine and has a dedicated cellar

Disposable Income: Will pay a premium for exceptional wine

Napa Enthusiast: Connects classic quality and top flavor with Napa California Cabernet Sauvignon and other Bordeaux varietals

DEMOGRAPHICS

- 35-65 years old
- College educated with high income
- 50% male, 50% female

XTANT BRAND STORY

Three sought-after Napa Valley vineyards. One third-generation winegrape grower. A whole lot of rich history. These are the raw ingredients that make up Xtant's world class Bordeaux-style red wine. When winemaker Jeff Gaffner set out to create a shining tribute to his Napa Valley home, he aimed to capture the region's unique terroir, power, and elegance. With premium Cabernet Sauvignon sourced from the Lewelling and Kletter vineyards in St. Helena, and Malbec from the Oakville Station in Oakville, Xtant is the ultimate expression of vineyard, varietal, and vision.

PETIT BÂTARD BRAND STORY

A classic second label, Petit Bâtard is the "illegitimate offspring" of Xtant – offering the vineyard provenance and winemaking pedigree of its parent at a more accessible price. Always crafted from the best Napa Valley Bordeaux varietals, premium Cabernet Sauvignon, Merlot and Malbec, Petite Bâtard is perfectly suited for dinner tonight or, perhaps, ten years from now.

WINEMAKING APPROACH

Xtant is a singularly expressive opus; rooted in generations of winegrowing and one of Napa Valley's most storied vineyards. Third generation vintner Jeff O'Neill pays tribute to Napa Valley in a wine that reflects its rich history, world class terroir and constant innovation. Winemaker Jeff Gaffner – also a third generation winegrower - has used exclusive access to some of Napa's best vineyards and "no-holds-barred" winemaking to achieve the ultimate expression of vineyard and varietal.

Petit Bâtard enjoys the same level of winemaking as Xtant, with the distinction between the two made only in the final blend. Winemaker Jeff Gaffner employs gentle, meticulously monitored, small-lot winemaking and extended barrel aging to promote the seductive richness and supple texture that make Petit Bâtard such an incredible Napa Valley value.

KEY SELLING POINTS

- Both Xtant and Petit Bâtard are blends of Lewelling Vineyards Cabernet Sauvignon and Merlot, Kletter Vineyard Cabernet Sauvignon and Oakville Station Malbec
- Xtant has garnered significant critical acclaim since its inaugural 2001 release, which received 92 points and was heralded as "outstanding" by Wine Spectator
- Both Xtant and Petit Bâtard are limited production wines



VINEYARDS

LEWELLING VINEYARDS, ST. HELENA

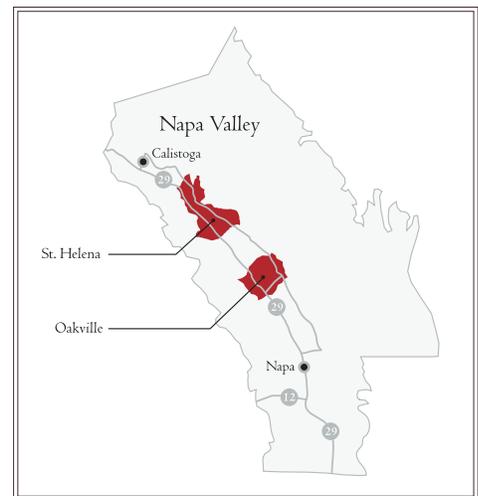
Located in western Napa Valley, the 28-acre Lewelling Vineyards is planted on a coveted section of benchland at the eastern base of the Mayacamas Mountains. Here, the vines enjoy an ideal climate marked by long, warm days, shielded from extreme heat by the nearby mountains. Lewelling is further distinguished by its deep, gravelly soils; part of a unique alluvial fan that juts out from the Mayacamas into select vineyard sites. This ideal terroir, combined with extraordinary stewardship by the Lewelling family has established Lewelling as one of Napa’s most prized Cabernet Sauvignon sites, known for producing wines of exceptional richness and complexity. We source both Cabernet Sauvignon and Merlot from dedicated rows at Lewelling Vineyards.

KLETTNER VINEYARD, ST. HELENA

Like Lewelling Vineyards, Kletter enjoys exceptional Cabernet Sauvignon terroir and is farmed by Doug Wight. This premier vineyard is located next door to Duckhorn, tucked between Glass Mountain to the east and the Napa River and its riparian corridor to the west. The moderating influences of both the mountain and the river form an ideal season-lengthening mesoclimate, cloaking the vines in long, warm – but never hot – days. The ground here is riddled with the obsidian that Glass Mountain is named for, making for well-drained soils that encourage deep root penetration and increased flavor complexity. Kletter is typically one of the latest ripening Cabernet Sauvignon vineyards in Napa Valley, providing us with deeply concentrated and beautifully structured fruit. We source Cabernet Sauvignon from dedicated rows at Kletter Vineyard.

OAKVILLE STATION, OAKVILLE

Our third vineyard, UC Davis’ Oakville Station, is per their website “the most significant vineyard in the state, if not the world.” Upon hearing that UC Davis wanted to establish a research center in Napa, local vintners rallied to help the university secure one of the valley’s most prized pieces of land, located in the heart of its famed Oakville AVA. For more than 50 years, the department has conducted critical viticulture research at the 40-acre site, including trials of clones, rootstocks, vine spacing, pruning levels, and irrigation. The vineyard is planted to a variety of grapes including a small block of Malbec, which we were able to access by virtue of Doug’s longstanding role as consulting viticulturist at Oakville Station. In addition to its unparalleled provenance, our Oakville Station Malbec benefits from the highest level of research and farming, resulting in exceptionally pure expression of varietal character and site signature. We source Malbec from dedicated rows at Oakville Station.



PRODUCT SPECS

XTant Product	Size	Case Pk	ABV%	UPC Code	Case Dimensions	Case Wt.	SCC Code	Pallet	Quantity
Red Wine	750 mL	6	15.3%	8-47159-00183-6	12.5 x 6.4 x 10	22 lbs	n/a	28 x 4	112
Petit Bâtard Product	Size/Case	Case Pk	ABV%	UPC Code	Case Dimensions	Case Wt.	SCC Code	Pallet	Quantity
Red Wine	750 mL	12	15.0%	8-47159-00185-0	12 x 9.5 x 12	36 lbs	n/a	14 x 4	56

Varietal XTANT RED WINE

Composition 67% Cabernet Sauvignon, 20% Merlot, 13% Malbec

Vineyards Lewelling Vineyards, Kletter Vineyard, Oakville Station

Winemaking 40 months in 50% new French oak

Taste Profile Opulent and generous upon entry, the wine moves seamlessly from the round, elegant mid-palate through the lengthy, mocha-dusted finish. A concentrated core of black cherry, currant, cassis and Santa Rosa plum is nuanced by notes of sweet pipe tobacco, vanilla mocha and sweet oak and cedar.

PETIT BÂTARD RED WINE

48% Cabernet Sauvignon, 37% Merlot, 15% Malbec

Lewelling Vineyards, Kletter Vineyard, Oakville Station

40 months in 1/3 new French oak

Layers of black cherry, blueberry and dark plum nuanced by bottle brush, sweet tobacco and clove notes with lovely vanillin oak, roasted grain and cedar grip from barrel aging. Silken upon entry, the elegant round mouthfeel gains a hint of milk chocolate on the mid palate that lingers on the long, fading finish.