



# A BRAND Hallmark A Total Stunner

The BRAND Napa Valley  
2023 Proprietary Blend



“High-toned violet-red fruits jump from the glass...The blend of Cabernet Franc and Cabernet Sauvignon strikes a beautiful balance between the two varieties ideally suited to Pritchard Hill.”

- Winemaker Graeme MacDonald

The 2023 BRAND Napa Valley Proprietary Blend. Above the fog line at an elevation of 1,300 feet, encircled by oak trees, BRAND's coolest vineyard provides us with Cabernet Franc of remarkable depth and character. Wines from this organically farmed and CCOF-certified vineyard consistently provide layers of aromatics and a supple, velvety texture. A thoughtful selection of Cabernet Sauvignon is seamlessly integrated into the blend, complementing the structure and expressive character of "a total stunner" from "one of the most phenomenal vintages ever in Napa Valley."

## BRAND Hallmarks

**100% Pritchard Hill.** Organically farmed and made entirely on our Pritchard Hill estate in Napa Valley.

**1000+ Decisions.** We believe having a brick-and-mortar winery allows us to make the thousands of small decisions that set our wines apart.

**1:1 Focus.** Made personal by a tirelessly committed team and proprietors who deeply believe to make wine is to make it the best you can.

## Growing

"Every century, every place has its legendary vintages. I have no doubt that 2023 will go down as one of the most phenomenal vintages ever in Napa Valley."  
- Karen MacNeill, The Wine Bible

Sourced from our CCOF-certified vineyard at 1300 feet elevation, above the fogline, with sweeping views from San Francisco Bay to Mount St. Helena.

Organically farmed and thoughtfully cultivated using biodynamic practices to assure the highest attention to vines, roots to shoots.

The finest Cabernet Franc from our rocky estate is found above the winery at 1300 feet. These vineyard blocks are sheltered in a shallow bowl ringed by trees overlooking Lake Hennessey.

The distinctive deep red Aiken Soil here is a friable loam on top of massive volcanic andesite rock.

Cooling breezes from the coast and lake moderate daytime temperatures to create ideal growing conditions for Cabernet Franc. The fruit ripens at a measured pace, resulting in aromatic and delicious wines.

## Tasting

Beautiful balance of Cabernet Franc with Cabernet Sauvignon

Dark, layered, and beguiling

Silky tannins give this rich, extravagant wine a seamless feel

High-toned violet-red fruits jump from the glass

Hints of red currant, baking chocolate, dried herbs, and rose petals

Energy, freshness, and notes of fresh plum and wild strawberries

A sculpted palate displaying the noble tannins characteristic of volcanic soils

## Making

Here at our winery, the grapes are meticulously sorted and minimally handled to preserve the beautiful aromatic complexity of the Cabernet Franc.

Native ambient yeast fermentations help create wines with a generous midpalate and supple tannins.

Select barrels of Cabernet Sauvignon add energy and lift to the blend.

Aged in French oak for 22 months, the 2023 Proprietary Blend was bottled unfiltered and unfiltered.

# BRAND

NAPA VALLEY