



Lifted Aromatics.  
Fresh. Seriously  
Delicious.

The BRAND Napa Valley  
2024 White Wine



“Beautifully balanced and  
seriously delicious.”

- Winemaker Graeme MacDonald

The 2024 BRAND Napa Valley White Wine. Crafted for those who take their white wine seriously. Our estate-grown Fiano grows more impressive with each passing vintage. To Fiano’s aromatic precision and vibrant lift, we add Ribolla Gialla for its quiet richness and texture, and apply the winemaking techniques used on the very finest white wines.

BRAND Hallmarks

Pritchard Hill Made. Crafted on our Pritchard Hill estate in Napa Valley with a refined selection of varietals.

1000+ Decisions. We believe having a brick-and-mortar winery allows us to make the thousand 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

Estate-grown Fiano is organically farmed and thoughtfully cultivated using biodynamic practices to assure the highest degree of attention to the vines, from roots to shoots.

From a special site in Napa Valley, Ribolla Gialla is valued for its fruit purity and aromatics.

These drought-hardy grapes are farmed for flavor and balance to produce a layered wine.

Harvest commenced with Fiano on September 9 and concluded with Ribolla Gialla on September 12.

“Beautifully balanced, this is a seriously delicious expression of world-class Fiano from BRAND Napa Valley’s estate, enhanced by the subtle charm of Ribolla Gialla.”  
- Winemaker Graeme MacDonald

Tasting

Lifted aromatics of acacia blossom, preserved lemon, and quince

Leads into subtle notes of honeydew melon and passionfruit

On the palate, generous and textural, shaped by extended lees aging that brings a soft, creamy depth

Bright acidity provides energy and precision, carrying through a long, vibrant finish

Making

A process that requires a thousand decisions can only be oversimplified here:

Techniques used on the very finest white wines: lees contact, battonage, and extended aging in French oak barrels.

Small lot fermentations in a combination of terra cotta clay amphorae, neutral cigar barrels, and stainless-steel drums accentuate the citrusy flavors and floral aromatics.

The 50% new French oak is seamlessly integrated, adding quiet structure and polish without overshadowing the wine’s purity and freshness.

Aging for 18 months prior to bottling adds a silkiness to the wine’s texture for even greater finesse.

BRAND

NAPA VALLEY