



B SIDE

In the early 1950s record companies introduced the two-sided 45. The “A” side played the song the record companies hoped would become a hit. But the “B” side was often the real find, frequently revealing an undiscovered gem. Inspired by these unheralded classics, B Side wines bring this alternative sensibility to the decidedly A-list world of Napa Valley wine. Hailing from Napa’s “flip” side, B Side reds are crafted with grapes sourced from the slightly-off-the-beaten-track vineyards along the valley’s eastern hillsides. They’re authentic originals: a little experimental and unexpected, crafted and perfected behind-the-scenes for those with a penchant for discovery.

B Side wines are definitely proving to be hits with those in the know. Our initial vintages of B Side Cabernet earned rave reviews, including 90-plus scores from leading wine publications. Our new Bordeaux-style red—a blend of Cabernet Sauvignon, Merlot and Petite Sirah—is expected to earn similar praise.

Winemaking

Cranking up his own favorite B-side tracks, winemaker Greg Kitchens settles in to craft wines of great depth and character that may be enjoyed in their youth, but like classic songs, age gracefully to be enjoyed for years to come. The grapes comprising our two B Side offerings come from the “flip” side of Napa: vineyards tucked into the benchlands, slopes and hillsides of eastern Napa Valley near the scenic Silverado Trail. Vines in these areas grow in thin volcanic soils, yielding small crops of deeply concentrated fruit with classic dark berry and cassis flavors. This exceptional fruit is complemented by extended aging in primarily French oak barrels.

Our flagship B-Side Cabernet Sauvignon is classic Napa Valley, its deep, inky garnet appearance a striking preview of its opulent full-bodied flavor. A portion of the blend comes from Rutherford, with its famed “Rutherford dust” contributing a distinct earthiness. A touch of Malbec and Petit Verdot adds further depth and complexity to the finished wine.

In crafting the inaugural 2010 B Side Napa Valley Red Wine Blend, winemaker Greg Kitchens used five different varietals from over seven sub-appellations. This Bordeaux-style blend sees extended aging in both new and aged barrels, with a slightly higher proportion of new American oak. This full-bodied wine is lush and rich with finely integrated tannins, yet it also shows impeccable balance. If Cabernet Sauvignon represents the “A” side of Napa Valley, then this artfully blended wine demonstrates just how great the “B” side can be.

With a suggested retail price of \$30, B Side is truly a hidden treasure to be discovered by those “in the know.”

