

# America's Sparkling Wine Artisan



### Family-Owned

In 1965, Jack and Jamie Davies established Schramsberg as a sparkling wine estate on the property originally founded in 1862 by German immigrant Jacob Schram. At a time when there were only 22 bonded wineries in Napa Valley and fewer than 100 acres of California vineyards planted to Chardonnay and Pinot Noir, they set out to make world-class sparkling wine in the true méthode champenoise style. Theirs was the first California winery to provide a Blanc de Blancs in 1965 followed by a Blanc de Noirs in 1967. Now their son Hugh Davies, who was born the same year the Davies arrived at Schramsberg, leads the winery's management and winemaking team.

#### The Estate

The Schramsberg estate is tucked into Napa Valley's famed Diamond Mountain, a few miles south of the town of Calistoga. Tall trees and lush vegetation surround this registered historic landmark, painstakingly restored by the Davies family. A Victorian house built by Jacob Schram in 1875, the winery, an old barn, and historic caves hand-dug by Chinese laborers in the 1880s remain virtually unchanged since Schram's days. The Schramsberg estate totals 220 acres with 43 acres planted to vines.

#### Focused on Quality

Producing just 60,000 cases annually, Schramsberg Vineyards is focused on the finest and most complex handcrafted sparkling wines in California. Schramsberg's premium wines are crafted in very limited quantities: an average of 2,000 cases of J. Schram and 1,500 cases of Schramsberg Reserve are made each year. Rivaling the best of Champagne, Schramsberg wines are clear favorites amongst wine professionals in blind tastings conducted annually.

## Cool-Climate Diversity

Schramsberg Vineyards blends Pinot Noir and Chardonnay harvested from a broad array of cool-climate vineyard sources, including Napa-Carneros, Sonoma-Carneros, Mendocino County and the Sonoma and Marin coastal areas. The winemakers draw from 120 vineyard blocks covering 371 acres to create 220 base wines each year. These wines are then used to create Schramsberg's nine distinctive sparkling wines.

#### Handcrafted

Most of Schramsberg's viticultural and winemaking practices are carried out by hand: grapes are hand harvested, the wines are handcrafted, the bottles are stacked and riddled in underground caves. The J. Schram, Schramsberg's top offering, is even hand labeled.

## Schramsberg's Caves

As many as 2.7 million bottles are aged for two to seven years in Schramsberg's hillside caves. These historic caves were dug into volcanic rock in the 1880s by Chinese laborers and currently cover 34,000 square feet. They maintain a consistent temperature and humidity, an environment that is paramount in the flavor development of sparkling wines.



Photo by Bruce Fleming



### **Barrel Fermentation**

Unique among California sparkling wine houses, Schramsberg ferments 25 percent of its juice in oak barrels to produce rich, flavorful, complex wines. In its top two sparkling wines, the J. Schram and Schramsberg Reserve, 40 percent of the components are barrel fermented.

#### Reserve Wines

Schramsberg Vineyards has an innovative reserve wine barrel-aging program, aging small lots of wine for up to six years. Limited quantities of these aged wines are then incorporated to give depth and complexity to the finished product. The Mirabelle Brut and Mirabelle Brut Rosé, multi-vintage sparklers, contain 20 percent of these exquisite wines.

#### The Wines

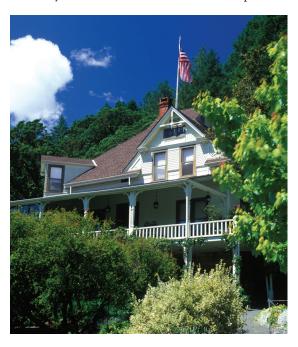
Schramsberg uses the méthode champenoise technique to create its nine distinctive sparkling wines: the signature-vintage Reserve, J. Schram and J. Schram Rosé; the premier-vintage Blanc de Blancs, Blanc de Noirs, Brut Rosé and Crémant; and the multi-vintage Mirabelle and Mirabelle Rosé. Since the 2001 vintage, the winery also produces the J. Davies Cabernet Sauvignon, made exclusively from grapes grown in the Schramsberg estate vineyards on Diamond Mountain.

#### Official Dinners

From President Nixon's Toast to Peace with China in 1972 to President Obama's State Dinner for German Chancellor Angela Merkel in 2011, every presidential administration has served Schramsberg sparkling wines during official functions.

### Tours and Tastings

Cellar tours and tastings are by appointment only. The Visitors Center is open for retail sales seven days a week from 10:00 a.m. to 4:00 p.m.





Location: 1400 Schramsberg Road

Calistoga, CA 94515

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WEB SITE: www.schramsberg.com

Founders: Jack and Jamie Davies

President and CEO: Hugh Davies
Winemaker: Keith Hock

MASTER RIDDLER: Ramon Viera

Sales and Marketing: Wilson Daniels Ltd.: 707-963-9661



## Hugh Davies, President and CEO



Hugh Davies was born in 1965, the year his parents, Jack and Jamie Davies, revived the historic Schramsberg Vineyards property in Napa Valley. Forty years later, Hugh was named president and CEO of the then 40-year-old sparkling wine house. Prior to 2005, he held the dual responsibilities of winemaker and general manager for the winery.

At Schramsberg, Hugh has led the ongoing effort to fine-tune winemaking and grape-growing techniques, building upon the winery's venerable track record of producing award-winning sparkling wines. He was also instrumental in replanting the winery's historic hillside vineyards to Bordeaux varietals. The fruit grown in these Diamond Mountain District vineyards is used to produce J. Davies, which debuted with the 2001 vintage.

Hugh serves on the board of directors for the Napa Valley Vintners (president, 2006) and with his family, chaired the 2004 Auction Napa Valley. Hugh, and heads up the Jack L. Davies Fund, committed to carrying on efforts initiated by his late parents to preserve the Napa Valley for its highest uses: agriculture and wild lands.

For prior hands-on experience in the wine industry before joining Schramsberg, Hugh worked with Möet et Chandon in Epernay; Petaluma Winery in South Australia, and Mumm in Napa Valley, among others. His political and public-service background includes work with the San Francisco Trust for Public Land and assisting California Congressman Tony Coelho in Washington, D.C.

He holds a master's degree in enology from the University of California, Davis, and has his undergraduate degree from Bowdoin College in Maine.

Hugh lives on the Schramsberg grounds with his wife, Monique, and their three sons, Emrys, Nelson and Hugh.



# A Timeline: 1832 to 2012

1832	Jacob Schram, son of Herman and Annie Wagner Schram, was born in Pheddersheim, near the city of Worms on the Rhine River in Germany. His father was a captain under Napoleon, uncle was General Schram of the Napoleonic wars.
1833	Annie Christine Weber was born in Hochheim, Germany on October 2.
1842	Schram set out for America, leaving Germany in order to avoid the draft.
1842-1852	Schram arrived in New York, where he learned and practiced barbering in the New York area.
1850	John Patchet established the first commercial winery in Napa Valley.
1852	Schram started his journey to San Francisco.
1854	Schram arrived in San Francisco aboard the steamer Yankee Blade. He worked as a barber in San Francisco and Marysville, and opened the Metropolitan Theatre Tonsorial Parlor in San Francisco.
1857	First commercial shipment of wine from Napa. Schram went to White Sulfur Springs as a barber during the social season. Fire of that year burned him out of "house and home."
1858	Schram relocated to Napa city; opened a barber shop
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1881	Construction for second set of cellar tunnels began. In previous 17 years, Schramsberg pressed 87,237 cases of wine.
1885-1900	Phylloxera epidemic in the Napa Valley; reported to be minor at Schramsberg
1888	Second set of cellar tunnels completed
1889	Schramsberg and Inglenook were the only California wines listed on the menu at the Palace Hotel in San Francisco.
1890	Schramsberg produced 540,000 pounds of grapes (approx. 28,361 cases of wine) from 100 acres of grapes.
1891	Wines produced at Schramsberg were listed as Zinfandel, Sauvignon Vert, Burgundy, Hock, Sauternes and Riesling. Schramsberg Riesling served to President Harrison at Palace Hotel in San Francisco.
1905	Jacob Schram died; property inherited by son, Herman.
1912	The winery ceased operation and was sold.
1920-1933	The 21st Amendment ended Prohibition. Schramsberg was sold to a firm of investment speculators.
1921	Property was purchased by Captain Raymond C. Naylor as a summer home.
1933	18th Amendment repealed
1940	Schramsberg was purchased by John Gargano and his California Champagne Company.
1951	California Champagne Company and Schramsberg was purchased by Douglas Pringle. He revived the Schramsberg label for both Champagne and table wines.
1957	Schramsberg was declared a Historical Monument by the California Historical Society.
1960	Douglas Pringle died; winery was locked up by widow. Jamie Peterman and Jack Davies married in the Memorial Chapel at Stanford University.
1965	200-acre Schramsberg property purchased by Jack and Jamie Davies. First crush of grapes under the Davies proprietorship of Schramsberg Vineyards and Cellars. Crush included the sole use of Chardonnay from the Charles Krug winery for Champagne: an innovation in the United States. Schramsberg used the traditional méthode champenoise style of winemaking to produce premium-quality sparkling wines. Hugh Davies was born the month after the family took over the winery.
1967	Schramsberg produced vintage-dated Blanc de Noirs of Pinot Noir grapes: another innovation in the United States.
1968	Schramsberg introduced Cuvée de Gamay of Napa Gamay grape, a vintage-dated brut rosé: another first in the United States. Napa Valley Agricultural Preserve was established, spearheaded by Jack Davies. This would be the nation's first such agricultural preserve.



1972	Schramsberg introduced Crémant Demi-sec, produced from the Flora grape in a creamy, less effervescent style, which was vintage-dated — once again pioneering a new style of sparkling wine in the U.S. market. (February 25) Schramsberg Blanc de Blancs 1969 served at the State Dinner "Toast to Peace" hosted by President Richard Nixon for Premier Chou En-lai in Beijing, China. This was the first time Schramsberg or any American wine was served at a White House or State event, both at home and abroad.
1978	Diplôme de l'Excellence Européenne (the Diploma of European Excellence) presented to Schramsberg. The award was designed to recognize the achievement of excellence within the arts and other fields.
1979	Cuvée de Gamay replaced with Cuvée de Pinot (using Pinot Noir grapes): a wine with more finesse, lightness and delicacy than the earlier style.
1980	Schramsberg Reserve introduced: an innovative, vintage-dated wine aged on the yeast four years before disgorging.
1983	First Schramsberg grapes sourced for sparkling wine from Carneros region because of its proximity to cool, marine air.
1984	California Museum of Science and Industry in Los Angeles (now the California Science Center) presented Schramsberg with Junipero Serra Award for outstanding contributions in the fields of engineering and science.
1985	19th-century, 20-acre McEachran Winery Estate purchased by Davies; reunites under single ownership these two historical, contiguous California properties. First use of barrel fermentation in production of Schramsberg sparkling wines. Schramsberg won first Wine Spectator Critic's Choice award.
1986	(July 4) Schramsberg served at the Statue of Liberty for Liberty Weekend festivities; historic salmanazar large-format bottle placed in Liberty Island Museum.
1987	Davies started sourcing grapes from cooler, coastal sites for sparkling wines. First non-Napa fruit used at Schramsberg.
1990	Anderson Valley fruit in Mendocino County added to mix of vineyard sources.
1992	Schramsberg's J. Schram, America's first Tête de Cuvée, was introduced in London.
1994	The replanting of the winery's historic Diamond Mountain property to Cabernet Sauvignon and the red Bordeaux varietals began. International Wine and Spirit Competition in London awarded Gold Medal to 1988 J. Schram.
1995	Schramsberg's 30th anniversary celebrated with a series of cross-country champagne dinners created by James Beard Foundation chefs. The 30th Anniversary Cuvée, a Blanc de Noirs with 10 years on the yeast, was served, and a scholarship fund for food and champagne pairing was established at the Culinary Institute of America's Greystone campus in the Napa Valley.
1996	Hugh Davies joined Schramsberg with a master's degree in enology from University of California, Davis. First red, Bordeaux-style wines made at winery. Jack and Jamie presented with James Beard Foundation "Outstanding Wine and Spirits Professional" Award.



1998	Jack Davies passed away and Jamie became president and chairman of the company. Jack L. Davies Napa Valley Land Preservation Fund established. Schramsberg's Napa Valley Querencia Rosé produced with the proceeds going to the fund. The first Sparkling Wine Symposioum was offered for members of the trade; this was eventually renamed Camp Schramsberg and was opened to members of the public as well. Schramsberg Vineyards was placed on the National Register of Historic Places.
1999-2000	Special Schramsberg Millennium cuvées released, including late-disgorged 1988 Blanc de Noirs and 1990 J. Schram. Hugh Davies became head winemaker.
2003	Schramsberg 1996 J. Schram voted Best Overall Wine and Best Sparkling Wine at Sydney International Wine Competition. This was the first time that an American wine or a sparkling wine had ever won these two awards.
2004	First vintage of J. Davies Diamond Mountain District Cabernet Sauvignon (2001) was released. The wine was named in honor of Jack Davies. Davies family chaired the Napa Valley Wine Auction. Hugh Davies married Monique Nelson in the olive grove on the estate.
2005	Schramsberg celebrated 40th anniversary with a series of special dinners across the country and release of 1994 late-disgorged Blanc de Blancs, Blanc de Noirs and Reserve. Hugh was named president of Schramsberg Vineyards and Jamie remained chairman. Hugh was also elected president of the Napa Valley Vintner's Association.
2006	Third vintage of J. Davies (2003) was released in April. Inaugural J. Schram Rosé (1998), America's first Tête de Cuvée Rosé, released September 15. Jamie and Hugh received the COPIA Wine Award's Lifetime Achievement Award. New production building completed.
2007	Camp Schramsberg expanded to include Spring Blending session, March 18-20.
2008	Matriarch Jamie Davies passed away on February 12. The oak grove in the lower vineyard was dedicated as "Jack and Jamie's Grove." New visitor center was completed and opened to the public on May 1. NASA astronaut Ken Ham piloted the Space Shuttle Discovery on its 26th mission to the International Space Station with Schramsberg labels and corks in his pocket.
2009	Schramsberg received final certification under both the Napa Green Winery program and the Napa Green Certified Land program.
2010	A 466,806 kilowatt-hours solar display consisting of 1,655 panels was installed at the winery.
2012	Schramsberg celebrated the 150th anniversary of Jacob Schram's founding of the property.



## White House and Official Events

- 2011 State Dinner, White House; honoring German Chancellor Angela Merkel, 2006 Crémant Demi-sec Luncheon, Andy Warhol Museum; hosted by First Lady Michelle Obama for G-20 Summit spouses, 2005 Brut Rosé 2009 White House Dinner; President Obama for Bilateral Chairpersons of the Congressional Committees, 2005 Crémant Demi-sec 2009 2009 White House Dinner; honoring "Chairs" of the George W. Bush Presidential Library, 2005 Crémant Demi-sec 2008 White House Holiday Dinner; honoring Senior Staff, 1999 J. Schram 2008 White House Holiday Dinner, 2004 Crémant Demi-sec 2008 White House Dinner; honoring the President of the Republic of Ghana, 2004 Crémant Demi-sec 2007 White House Dinner; honoring President Abraham Lincoln's birthday and Ford's Theatre as National Park Site, 2003 Crémant Demi Sec State Dinner, White House; honoring Majesty Queen Elizabeth II and Prince Philip, Duke of Edinburgh, 2004 Brut Rosé 2007 White House Holiday Dinner; honoring senior staff, 1999 J. Schram 2007 2007 White House first Holiday Dinner of the season, 2004 Crémant White House Holiday Dinner; with President and Mrs. Bush, 2002 Crémant Demi-sec 2006 2006 White House Dinner; honoring the Combatant Commanders, 1999 J. Schram 2005 White House December Holiday Dinner, 1999 J. Schram 2005 White House Dinner; President and Mrs. Bush for distinguished members of Congress, 2001 Crémant Demi-Sec 2005 White House Dinner; for President and Mrs. George H.W. Bush's 60th wedding anniversary, 2001 Crémant Demi-Sec Dinner at Winfield House, London; President Bush for Queen Elizabeth II and Prince Philip, Duke of Edinburgh, 1999 2003 Crémant Demi-sec State Dinner, White House; President Bush for President Gloria Macapagal-Arroyo of the Republic of the Philippines, 1999 2003 Crémant Demi-sec 2001 State Dinner, White House; President Bush for President Fox of the United Mexican States, 1997 Crémant Demi-sec White House Dinner; in Commemoration of the 50th Anniversary of NATO, 1995 Crémant Demi-sec 1999 1999 State Dinner, White House; honoring Prime Minister Barak of Israel, 1995 Crémant Demi-sec 1998 White House Dinner; celebrating the 30th anniversary of the Special Olympics, the President and Mrs. Clinton, Whoopi Goldberg, Mary J. Blige, Jon Bon Jovi, Tracy Chapman, Eric Clapton, Sheryl Crow, Run DMC, John Popper, Vanessa Williams, 1994 Crémant Demi-sec 1997 White House Dinner; for recipients of the National Medal of Arts and the Charles Frankel Prize wwards, 1992 Crémant Demi-sec
- 1997 State Dinner, White House; President Clinton honoring Prime Minister Chretien of Canada, 1992 Crémant Demi-sec
- "Summit of the Eight" in Denver with President Clinton and leaders of the other six leading industrial powers in the world, 1997 1992 Crémant Demi-sec
- White House Dinner; for the Members of the Cabinet Awards, 1992 Crémant Demi-sec 1997
- 1997 White House Dinner; for recipients of the National Medal of Arts and National Medal of Humanities, 1992 Crémant Demi-sec.
- 1996 State Room Executive Residence Holiday Party, 1992 Crémant Demi-sec



- 1996 President Clinton in Tokyo with Prime Minister Hashimoto celebrating strong security ties between the two nations, 1992 Blanc de Blancs
- 1995 State Dinner, White House; President Clinton for Chancellor Helmut Kohl of Germany, 1991 Crémant Demi-sec
- 1995 White House Dinner; for recipients of the National Medal of Arts and the Charles Frankel Prize awards, 1991 Crémant Demi-sec
- White House; "Jefferson Memorial Dinner" hosted by President Clinton in honor of Thomas Jefferson's 251st Birthday, 1988

  Crémant Demi-sec
- 1994 "A Tribute to the First Ladies of the United States of America" Dinner, National Garden Gala; honoring Lady Bird Johnson, Pat Nixon, Betty Ford, Nancy Reagan, Barbara Bush and Hillary Rodham Clinton, 1988 Blanc de Blancs
- 1990 Luncheon, San Francisco Fairmont Hotel; honoring President Mikhail Gorbachev, 1986 Crémant Demi-sec
- 1990 Opening of the Richard Nixon Library and Birthplace, 1986 Blanc de Blancs
- 1990 State Dinner, White House; President Bush for Prime Minister Antall of Hungary, 1985 Crémant Demi-sec
- 1989 State Dinner, White House; President Bush for Prime Minister Bhutto of Pakistan, 1985 Crémant Demi-sec
- 1989 Fundraising Dinner, Beverly Hills Hilton; hosted by President and Mrs. Reagan for the "Nancy Reagan Drug Abuse Center," 1984 Crémant Demi-sec
- 1988 UK/LA Royal Gala Dinner, Los Angeles Biltmore Hotel; honoring the Duke and Duchess of York, 1984 Blanc de Blancs, LD (First Blanc de Blancs LD)
- 1988 State Dinner, White House; President Reagan for British Prime Minister Margaret Thatcher, 1984 Crémant Demi-sec
- 1988 State Dinner, White House; President Reagan for the King and Queen of Sweden
- 1988 National Geographic Society's 100th Anniversary Celebration, 1986 Blanc de Blancs
- 1987 Official Banquet, San Francisco; honoring Pope John Paul II, 1985 Crémant Demi-sec
- 1987 White House Luncheon; hosted by First Lady Nancy Reagan for the wives of the United States senators, 1985 Blanc de Noirs
- 1986 The White House; President Reagan's 75th Birthday Celebration, 1979 Crémant Demi-sec
- 1986 State Dinner, White House; President Reagan for President Febres-Cordero of Ecuador, 1982 Crémant Demi-sec
- 1986 State Dinner, White House; President Reagan for Prime Minister Mulroney of Canada, 1982 Crémant Demi-sec
- 1986 State Dinner, White House; President Reagan for President Sanguinetti Uruguay, 1983 Crémant Demi-sec. Jack and Jamie Davies attend event.
- 1985 Inaugural Luncheon; for President Reagan and Vice President Bush, 1982 Crémant Demi-sec
- 1985 State Dinner, White House; honoring the new members of Congress, 1980 Blanc de Blancs
- 1985 State Dinner, White House; President Reagan for Prince Charles and Princess Diana, 1982 Cuvee de Pinot
- 1985 State Dinner, White House; President Reagan for the King of Saudi Arabia, 1981 Blanc de Blancs
- 1985 State Dinner, White House; honoring Queen Sirikit of Thailand, 1980 Crémant Demi-sec
- 1984 State Dinner, White House; President Reagan for Premier Zhao Ziyang of China, 1981 Crémant, Demi-Sec
- 1984 State Dinner; President Reagan for Premier Zhao Ziyang of China, 1981 Blanc de Blancs.
- 1984 State Dinner, White House; President Reagan for President Blanco of the Dominican Republic, 1981 Crémant Demi-sec
- 1984 State Dinner, Great Wall Hotel, Beijing, China; for Premier Zhao Ziyang of China, 1981 Blanc de Blancs
- 1984 White House Dinner; honoring President de la Madrid of Mexico, 1981 Crémant Demi-sec



- 1984 Dinner hosted by U.S. Ambassador Gavin in honor of the Secretary of State Shultz, 1981 Crémant Demi-sec.
- 1984 State Dinner, White House; President Reagan for the Duke and Duchess of Luxembourg, 1982 Cuvee de Pinot
- 1984 Dinner hosted by U.S. Ambassador Gavin in honor of Secretary of State Shultz, Secretary of the Treasury Regan and Secretary of Commerce Baldrige, 1980 Crémant Demi-sec
- 1983 State Dinner, Williamsburg; Economic Summit of Industrialized Nations, 1980 Crémant Demi-sec
- 1983 Dinner, Ahwahnee Hotel in Yosemite National Park; honoring Queen Elizabeth II and Prince Philip, Duke of Edinburgh, 1980 Blanc de Blancs
- 1982 White House Dinner; honoring Her Majesty Queen Noor by Ambassador of Jordan, 1976 Blanc de Noirs
- 1982 State Luncheon, White House; President Reagan for the President of the United Republic of Cameroon, 1979 Cuvée de Pinot
- 1982 White House Luncheon; for the Conference on Free Elections, 1979 Cuvée de Pinot
- 1982 State Dinner, White House; honoring the President of the Italian Republic, 1979 Crémant Demi-sec
- 1981 State Dinner, White House; President Reagan for Prime Minister Suzuki of Japan, Crémant Demi-sec
- 1981 State Dinner, White House; honoring King Hussein of Jordan, 1979 Crémant Demi-sec
- 1981 State Dinner, White House; honoring King Juan Carlos of Spain, 1979 Crémant Demi-sec
- 1981 State Dinner, White House; honoring British Prime Minister Margaret Thatcher, 1975 Blanc de Blancs
- 1979 State Dinner, Vienna; President Carter for Soviet President Leonid Brezhnev
- 1978 Dinner by Comite de L'Excellence Europeene; wine received award, 1975 Reserve
- 1977 State Dinner, White House; President Carter for President Portillo of Mexico, 1974 Blanc de Blancs
- 1976 Bicentennial Dinner, White House; President Ford for Queen Elizabeth II, 1973 Blanc de Blancs
- 1975 State Dinner, White House; President Ford for Emperor Hirohito, 1971 Blanc de Blancs
- 1975 State Dinner, White House; President Ford for the Shah of Iran, 1971 Blanc de Blancs
- 1975 Dinner, Washington Place, Honolulu; honoring Queen Elizabeth II, 1969 Blanc de Blancs
- 1974 White House Luncheon by the Secretary of State, 1971 Blanc de Blancs
- 1974 State Dinner honoring French President Giscard d'Estaing, Martinique, 1971 Blanc de Blancs
- 1974 State Luncheon for King Hussein of Jordan, 1968 Blanc de Blancs
- 1973 State Luncheon, White House; honoring Haile Selassie I, Emperor of Ethiopia, 1970 Blanc de Blancs Reserve
- 1973 Supreme Court Luncheon; honoring Mrs. Nicolae Ceausescu by Mrs. Warren Earl Burger, 1970 Blanc de Blancs Reserve
- 1972 State Dinner, Beijing; President Nixon for Premier Chou En-Lai of China, "Toast to Peace" (February 25, 1972), 1969 Blanc de Blancs