



## CROWN POINT VINEYARDS

The genesis of Crown Point unveiled a site with undeniable attributes prompting consistent recognition. A confluence where rocky slopes fade into a loamy mesa providing distinctive personalities for Cabernet Sauvignon.

Positioned eleven miles from the Pacific Ocean tucked in between two mountain ranges, the mild Mediterranean climate distinguishes our wines. This unique topography delivers mineral-rich, nutrient-poor, stress-inducing soils.

An intimate understanding of site is at the core of our viticulture ethos. As stewards of the land, we take pride in understanding the prowess and challenges of our vineyard.

Roger Bower discovered Crown Point Vineyard in 2012 in pursuit of the next frontier in Santa Barbara Wine Country, a boundary that connects Winemaker Simon Faury with consultants Michel Rolland and Philippe Melka.

It is our privilege to reveal and share Crown Point Vineyards.



## THE TEAM



### ROGER BOWER – PROPRIETOR

An entrepreneur and rancher from Texas, Roger is the owner and visionary behind Crown Point, identifying the site's potential in 2012. With a world class vision, Roger developed the vineyard, implemented precision farming techniques, and built a state-of-the-art winery facility.



### SIMON FAURY – WINEMAKER

Born and raised in France, Simon Faury earned his Master's Degree in Viticulture and Enology from the University of Bordeaux. He has worked at the most prestigious wineries - Chateau Pichon-Longueville, Baron Bodega Michel Rolland, and Harlan Estate before joining Crown Point.



### MICHEL ROLLAND – CONSULTING WINEMAKER

Recognized as one of the most influential oenologists in the industry, Michel has consulted with over 250 world-class wineries throughout 14 countries around the world and is credited with contributing to the evolution of viticulture and winemaking as it is known today.



### PHILIPPE MELKA – CONSULTING WINEMAKER

A native of Bordeaux, France, Philippe is an acclaimed winemaker and geologist, whose extensive training has led him to work with some of the most renowned vineyards and wineries in Bordeaux, Italy, Australia and Napa Valley.



### AJ FAIRBANKS – ESTATE DIRECTOR

Nephew to Aubert and Pamela de Villaine of Burgundy and cousin to the Hyde family of Hyde Vineyard, AJ launched his career managing his family venture Hyde de Villaine in Napa. In 2014, he returned from Napa to his home of Santa Barbara Wine Country.





# CROWN POINT VINEYARDS

Our sole focus is producing the finest Cabernet-based wines sourced exclusively from our Crown Point estate vineyard in the Happy Canyon of Santa Barbara AVA

## ESTATE VARIETIES

Cabernet Sauvignon | Merlot  
Cabernet Franc | Malbec | Petit Verdot

## CLIMATE

Mediterranean

## WINEMAKERS

Simon Faury, Lead  
Philippe Melka, Consultant  
Michel Rolland, Consultant

## PROPREITOR

Roger Bower



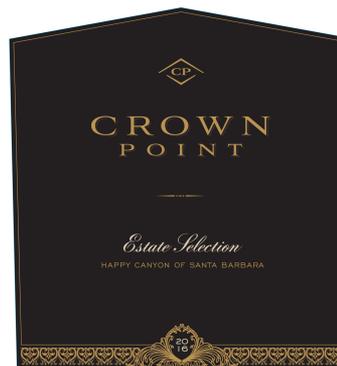
2019 RELEVANT

**\$90 Retail**  
6-bottle case

Estate grown, showcasing the freshness & depth of the young vines.

18 months 33% New French Oak

80% Cabernet Sauvignon  
10% Merlot | 5% Petit Verdot  
5% Malbec



2016 ESTATE SELECTION

**\$150 Retail**  
6-bottle case

A reflection of the vineyard, featuring all five Bordeaux varieties planted.

26 months 50% New French Oak

75% Cabernet Sauvignon  
10% Merlot | 6% Cabernet Franc  
6% Petit Verdot | 3% Malbec

97 points - Jeb Dunnuck  
97 points - Wine Enthusiast  
95+ points - Wine Advocate



2016 CABERNET SAUVIGNON

**\$150 Retail**  
6-bottle case

The signature variety at Crown Point; rich & powerful with a velvet texture.

26 months 50% New French Oak

92% Cabernet Sauvignon  
3% Merlot | 2% Cabernet Franc  
2% Petit Verdot | 1% Malbec

97+ points - Jeb Dunnuck  
97 points - Wine Enthusiast  
95+ points - Wine Advocate  
Top 10 - Wine Enthusiast





# CROWN POINT

## 2016 CABERNET SAUVIGNON

HAPPY CANYON of SANTA BARBARA AVA



*Robert Parker*  
WINE ADVOCATE

The 2016 Cabernet Sauvignon is made up of 92% Cabernet Sauvignon, 3% Merlot, 2% Petit Verdot, 2% Cabernet Franc and 1% Malbec. Medium to deep ruby-purple colored, it's very youthfully coiled with lots of baby fat, opening slowly to sage and menthol sparks, graphite, cedar, tobacco, dried flowers and grilled beef with tightly wound cassis, black plum and black and red cherry compote plus notions of flowers, licorice and savory hints. Full-bodied and youthful, it's packed to the gills with luscious fruits and a youthful framing of new oak, with loads of red fruit sparks and savory nuance. It has a framing of very fine, pixelated, detailed tannins and seamless freshness, finishing very long and full of flavor. Wow!



### JEB DUNNUCK

It's cut from the same cloth as the Estate Selection, yet with just a touch more classic Cabernet blue fruits, purity, and precision. Blackcurrants, cassis, crushed violets, graphite, and lead pencil notes all give way to a powerful, concentrated, beautifully pure Cabernet that has ultra-fine tannins, a seamless texture, building tannins, and a great, great finish.

[CROWNPOINTVINEYARDS.COM](http://CROWNPOINTVINEYARDS.COM)

1733 FLETCHER WAY SANTA YNEZ, CALIFORNIA USA 93460 • PHONE: 805-693-9300 • FAX: 805-693-9325 • [INFO@CROWNPOINTVINEYARDS.COM](mailto:INFO@CROWNPOINTVINEYARDS.COM)



2016  
CABERNET SAUVIGNON  
HAPPY CANYON of SANTA BARBARA AVA

*Technical Notes*

100% Estate Grown, Produced & Bottled  
92% Cabernet Sauvignon / 3% Merlot / 2% Petit Verdot / 2% Cabernet Franc / 1% Malbec  
Harvest date: September 23 - October 7, 2016  
15.5% Alcohol • 3.88 pH

*Vinification Notes*

Mother Nature graced the estate with a near-perfect growing season in 2016. Conditions in the vineyard were optimal for producing evenly ripe, concentrated fruit, which displayed rich, developed tannins right off of the vine.

In keeping with tradition, the 2016 Cabernet Sauvignon was sourced from multiple blocks on the estate, from a range of clones that all contribute different expressions of the variety to the wine. Small quantities of the other four noble Bordelaise varieties were added to the final blend for polish and complexity. All of the blocks were harvested & fermented separately, and the individual components were blended after 12 months of *élevage* in barrel. Total time in 225 liter French oak barrels (70% new) was 26 months.

This wine represents the 4th vintage in bottle of Crown Point Cabernet Sauvignon.

Release date is September 2019.

*Winemaker Tasting Notes*

The 2016 Crown Point Cabernet Sauvignon is a full, rich, and beautiful wine that beckons both the nose and palate with a sense of textural generosity and aromatic complexity. Blue and black fruits are beautifully woven through its powerful core of minerality, accented by subtle notes of cocoa & toasted spices. This wine possesses an energy and freshness that indicates a long life ahead of it. Drink with confidence now through decades to come.

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## CROWN POINT

2016

ESTATE SELECTION

HAPPY CANYON of SANTA BARBARA AVA



### WINE ENTHUSIAST

There's an impressive amount of complexity on the nose of this bottling, from crushed graphite and concentrated black strawberry to cinnamon pastry, licorice and a brush of herbs. The sip is intense, with leathery but chiseled tannins presenting flavors of charred black currant, licorice, black olive, dried flower and white pepper.



### JEB DUNNUCK

Deeply colored, it has a smoking good bouquet of crème de cassis, smoke tobacco, lead pencil, camphor, and hints of chocolate. This gives way to a powerful, opulent Cabernet Sauvignon that has plenty of sweet tannins, a layered, multi-dimensional texture, no hard edges, and an awesome finish. I'd happily put this beauty in a lineup of top Napa Valley Cabernet Sauvignon and blends.



*Robert Parker*  
WINE ADVOCATE

Medium to deep ruby, it has a nose of sage, bay leaf, cedar, mint chocolate, pencil shavings, blackberry and black cherry with nuances of leather, grilled meats and floral sparks. Medium to full-bodied, it's luscious and silky in the mouth with wonderfully ripe fruits, a framing of classy new oak and mineral nuances. It's supported by very ripe, grainy tannins—so plush—with a long, balanced finish. Pure class. It's perfectly approachable now but full of depth and potential to grow and improve if you can keep your hands off.

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2016  
ESTATE SELECTION  
HAPPY CANYON of SANTA BARBARA AVA

*Technical Notes*

100% Estate Grown & Bottled

75% Cabernet Sauvignon / 10% Merlot / 6% Petit Verdot / 6% Cabernet Franc / 3% Malbec

Harvest date: September 20 - October 14, 2016

15.5% Alcohol • 3.81 pH

*Vinification Notes*

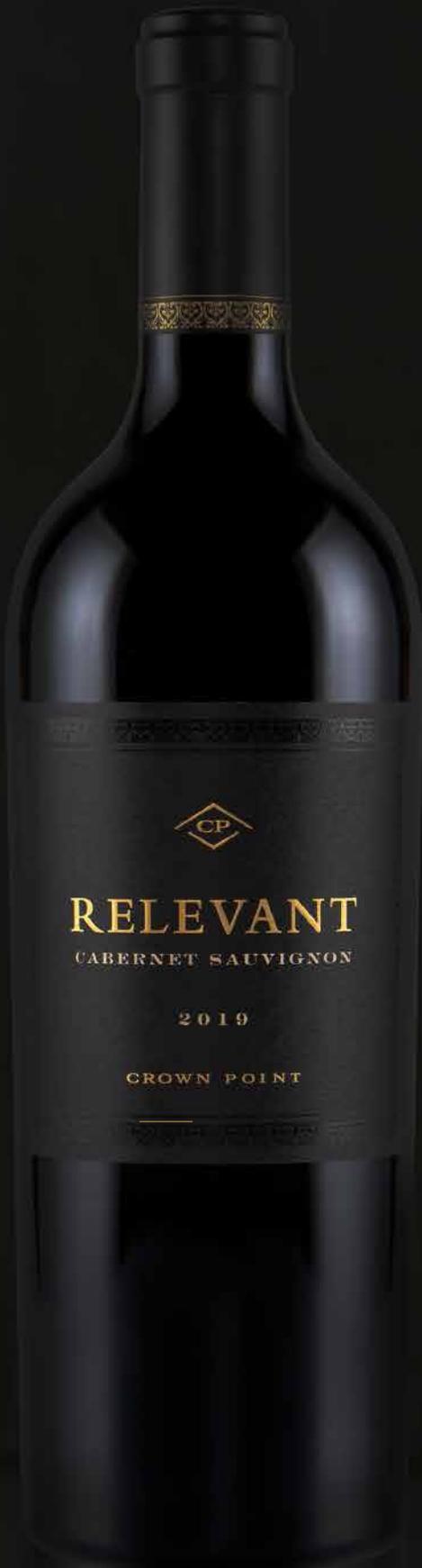
The 2016 Estate Selection is representative of all five red Bordeaux varieties. The selection process starts in the vineyard and continues on through the winemaking process: only the best lots make the final blend. All blocks were harvested & fermented separately. The individual components were blended after 12 months in barrel. Total time in 225 liter French oak barrels was 26 months. Release date is March 2020.

*Winemaker Tasting Notes*

The 2016 Crown Point Estate Selection exhibits a heady aromatic array of baking spices, ripe red and black fruits, with deep intonations of earth and minerals. The palate is elegant and bright, with appealing acids and nuanced notes of savory mocha and dried herbs. Polished and seamless, the tannins finish with a comet-like trail of textural opulence highlighted by glossy flavors of baked berry pie and warm toast. Recommended drinking window: now through 2030s.

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CROWN POINT

**93** | **2019**  
**PTS** | **RELEVANT**  
CABERNET SAUVIGNON

*An entry level release from this team based on 80% Cabernet Sauvignon, 10% Malbec, and 5% each Merlot and Petit Verdot, the 2019 Relevant is still a smaller production cuvée with just over 2,000 cases produced. Its deep ruby/purple color is followed by a beautiful, full-bodied, forward, sexy red offering loads of currant and blackberry fruits, nicely integrated oak, notes of tobacco and lead pencil, soft tannins, and a great finish. It's ideal for enjoying any time over the coming decade, if not longer."*

**JEB DUNNUCK**



2019  
**RELEVANT**  
CABERNET SAUVIGNON

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*Technical Notes*

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100% Estate Grown & Bottled  
80% Cabernet Sauvignon | 10% Merlot | 5% Petit Verdot | 5% Malbec  
Harvest date: September 24 - October 15, 2019

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*Vintage & Vinification Notes*

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2019 was a fascinating vintage at Crown Point. We experienced a mild, wet winter with 21 inches of rain, above the Santa Barbara County average. A cold month of May delayed flowering and, ultimately, harvest. However, a warmer summer followed with one day above 100 degrees in June, three in July, two in August, and five in September, accelerating ripening and providing an attractive sweetness to the wine. October offered a respite for the vines and extended hangtime with temperatures consistently in the 80s. While the September heatwave marks the vintage, the cooler weather allowed the vines to recover and gracefully adapt.

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*Winemaker Tasting Notes*

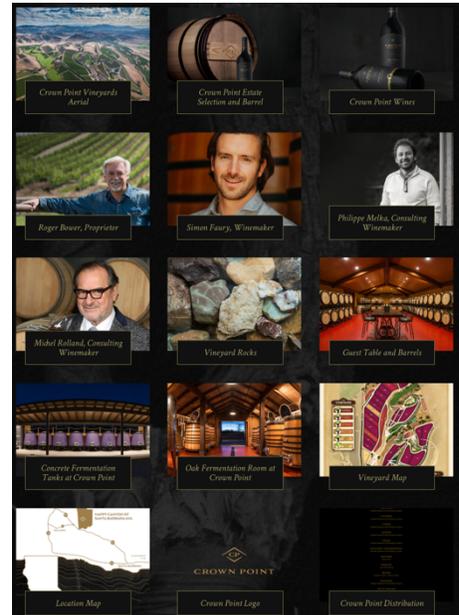
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The 2019 Relevant is an inspiring introduction to Crown Point. It aptly mirrors the attributes of the 2019 vintage - dark fruit, balanced, smooth structure, trademark Mediterranean spice - finishing with length and tension. The after palate is tremendously pleasurable, bringing notes of violets and rhubarb.

Fermented in a mix of oak, concrete, and stainless fermenters, the wines were barreled down after fermentation in 33% new French oak and 67% once used. After 18 months in barrel, the wines were blended, unfined, and unfiltered. Marked by an elegant richness, you may enjoy this wine now or for another 20+ years.

# AVAILABLE TRADE RESOURCES ONLINE

[CROWNPOINTVINEYARDS.COM/TRADE](http://CROWNPOINTVINEYARDS.COM/TRADE)



Bottle shots | Tech Sheets, Labels | Shelf Talkers  
Individual Accolades | Team Photos | Vineyard & Location Map | Winery  
Photography | Logos | Stylized Bottle Shots

# CROWN POINT



*The*  
**VINEYARD**

- CABERNET SAUVIGNON
- CABERNET FRANC
- MERLOT
- MALBEC
- PETIT VERDOT
- SAUVIGNON BLANC



*The*  
**WINERY**

- MAIN BARREL ROOM
- CRUSH PAD
- FERMENTATION TANKS
- SOAK TANKS
- STAINLESS STEEL
- FRENCH OAK
- PERMEABLE CONCRETE
- ADMIN OFFICES
- TASTING ROOM
- BARREL ROOM
- SALES OFFICE
- GUEST HOUSE
- FLETCHER WAY ENTRANCE

**CP**  
**CROWN POINT**  
VINEYARDS

# THE ESTATE