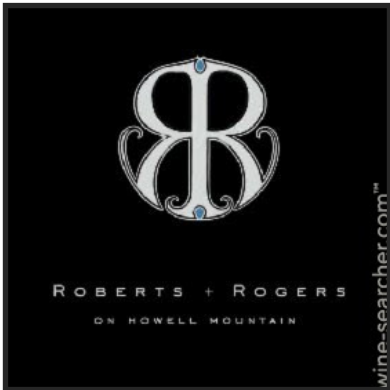


ROBERTS + ROGERS

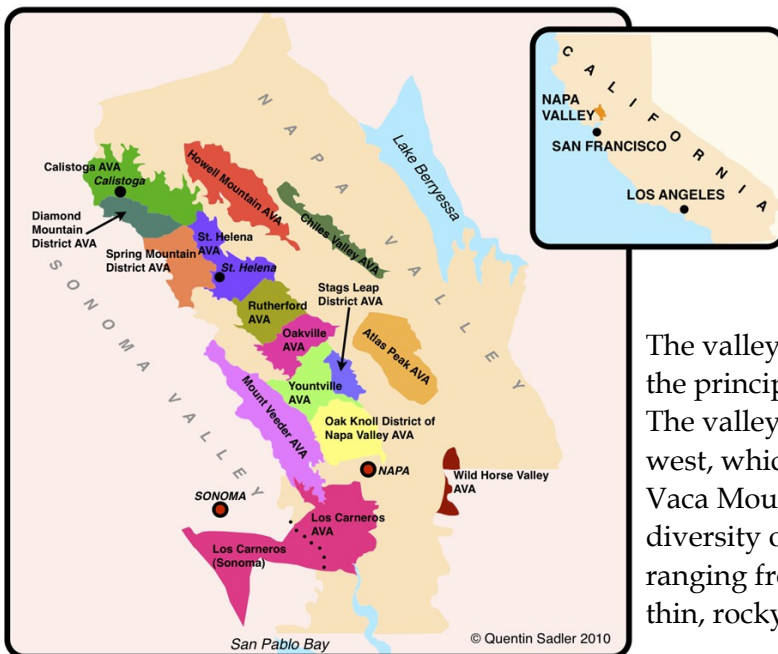
NAPA VALLEY



In 1999, longtime friends Roger Louer and Robert Young commenced efforts to establish a first-class Cabernet Sauvignon wine brand, sourcing the grapes from Howell Mountain, Napa Valley, California.

Located to the east of St. Helena, at an elevation ranging from 1400 to 2200 feet, Howell Mountain is considered one of the most prestigious wine growing regions in the world. Roberts and Rogers sources its grapes for this wonderful wine from the Howell Mountain sub-appellation area and for the present vintages from a vineyard jointly developed by Roberts and Rogers in 2000.

The first vintage of Roberts + Rogers, Howell Mountain was the 2004 Cabernet Sauvignon, released in 2007 with around 300 cases available. The wine was immediately met with a warm welcome from the privileged few to enjoy that first vintage. In 2009, Roger Louer produced Louer Family Reserve Cabernet from his personal estate in St. Helena for a select group of friends. The wine was sourced from the best barrels of the 34 acre estate and has sold out before it was produced for the past three years. Roberts + Rogers will release the 2012 vintage under the R+R label for the first time.



The **NAPA VALLEY** appellation received its AVA designation in 1981. It is California's first recognized AVA and the second in the United States. Approximately 4% of California's vineyard acreage is in Napa Valley, and it encompasses sixteen sub-AVAs, named for the surrounding mountains and towns of the valley.

The valley stretches northward from the San Pablo Bay past the principal towns of Napa and St. Helena to Calistoga. The valley is formed by the Mayacamas Mountains to the west, which mark the border with Sonoma County, and the Vaca Mountains on the east. The valley has a remarkable diversity of volcanic, alluvial and maritime soil types, ranging from well-drained gravel loam to dense clays to the thin, rocky soils of the hillside vineyards.



"The more you know about wine, the more you'll want to know about us."
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