

JOSEPH PHELPS  
V I N E Y A R D S

Est. 1973



## *A Family-Owned Estate*

Founded in 1973, Joseph Phelps Vineyards is a family-owned and operated wine estate with vineyards and wineries in Napa Valley and on the western Sonoma Coast. The Phelps family is committed to maintaining and nurturing Joseph Phelps Vineyards as a family run winery and to extending the extraordinary legacy of its founder, Joe Phelps. Today, all four of Joe's children, and three of his grandchildren play active roles at the winery.





## History

**NAPA VALLEY** In the late 1960s, Joe Phelps was running one of the largest construction companies in the U.S., Hensel Phelps Construction Company, when he won the bid to build a winery in Napa Valley. Enamored with the valley's beauty and contemplating a career change, in 1973 Joe bought a 670-acre former cattle ranch in St. Helena, where he began planting vineyards and building a winery. The first harvest in 1973 yielded Cabernet Sauvignon, Pinot Noir and Johannisberg Riesling bottlings, all custom crushed at nearby wineries. The Joseph Phelps winery was completed in 1974 in time for harvest, crushing grapes for the first Insignia and the first Syrah bottlings. It was a period of unparalleled activity, creativity, ingenuity, entrepreneurship and risk-taking. It put Joe Phelps and Joseph Phelps Vineyards on the map of top Napa Valley wine producers.

**SONOMA COAST** Joseph Phelps Vineyards' history with Pinot Noir and Chardonnay dates back to the early 1970s. Joe's search for the ideal location to grow Pinot Noir and Chardonnay eventually led the family to the western Sonoma Coast where they purchased a 200-acre former dairy farm just outside the town of Freestone in 1999. Soon thereafter, 100 acres of vines were planted, followed by construction of a state-of-the art, gravity-fed winery dedicated to the production of Pinot Noir and Chardonnay.

## *A Tradition of Gracious Hospitality*

Our Napa Valley winery in St. Helena, designed by renowned architect John Marsh Davis, has long been a cherished destination for wine lovers. A recent sixteen-month renovation of the original winery building maintained the signature exterior redwood design and trellis entryway, while repurposing the interior spaces to include a Great Hall, six well-appointed private tasting areas, a library of older vintages, a barrel room, and a state-of-the-art kitchen, the heart of our culinary program. With an enhanced outdoor terrace, expanded vineyard views, and a variety of tasting experience options, we offer an unparalleled visitor experience.

*“It’s worth making an appointment to experience this renewed Napa classic.*

*A complete remodel has produced one of the loveliest tasting rooms in the valley, soaring and open but with surprisingly cozy tasting spaces carved out inside.”*

— *Sunset Magazine*





## *Sustainability*

As a family that has been nurtured by the land and our community for decades, we are dedicated to managing Joseph Phelps Vineyards under the guiding principles of sustainability. To us, this encompasses a commitment to the long-term vitality of the people we work with, the land we farm and the community in which we live. We have planted hundreds of olive and fruit trees and use cover crops and composting to encourage the natural health of our vineyards. All of our vineyards have been, or are in the process of being, certified Fish Friendly Farming or Napa Green.

*“My father taught me the importance of taking a very long-term approach to life.*

*This long-term view applies directly to the concept of sustainability:  
we need to steward our land and other resources for the long term to ensure  
our commitment to producing great wines into the future.”*

*— Bill Phelps*



*Yountville Vineyard*



*Pastoral Vineyard*



**ASHLEY HEPWORTH**  
WINEMAKER, NAPA VALLEY

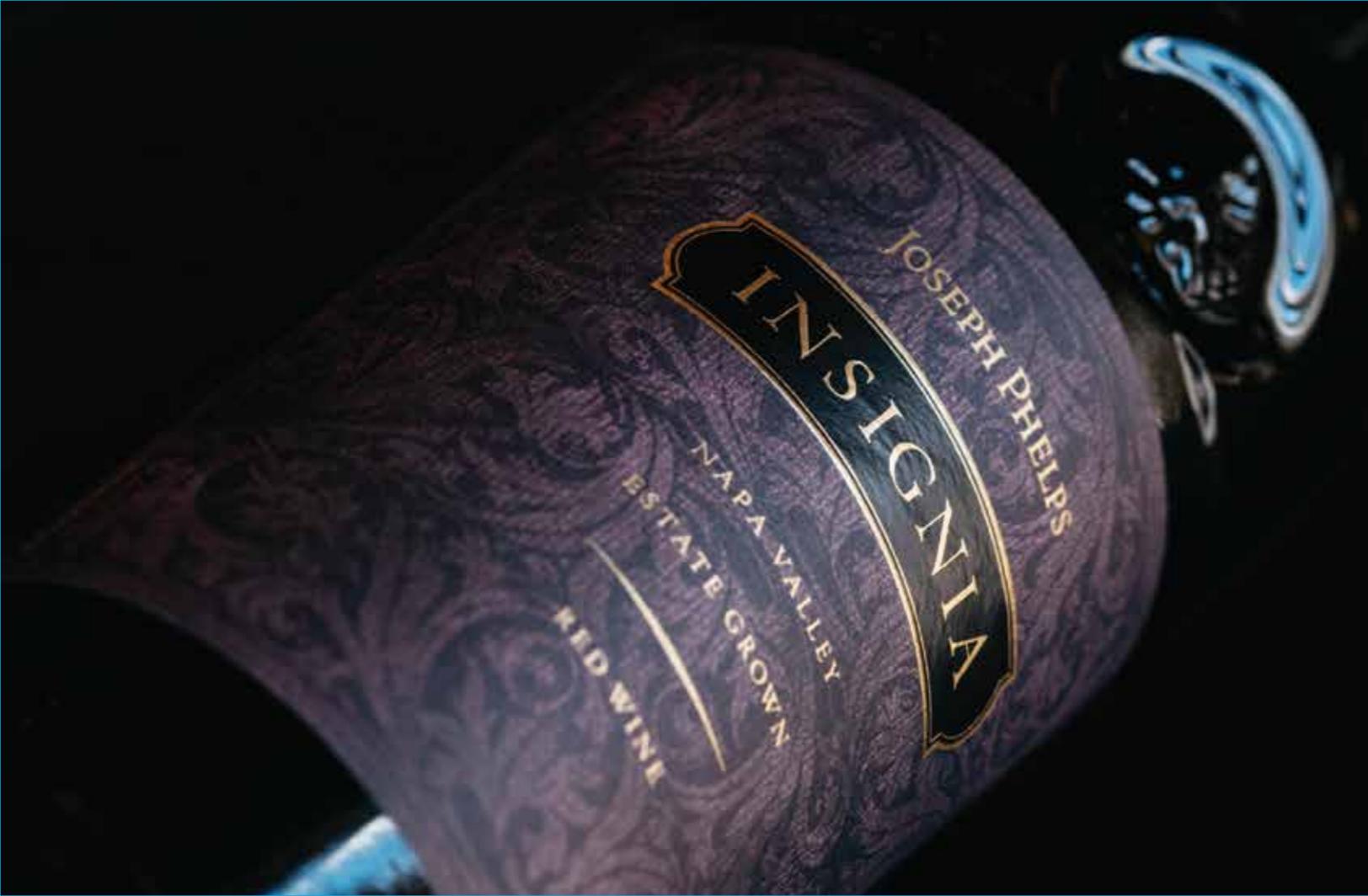
Ashley joined Joseph Phelps in 1999 as a harvest intern and stayed on to become a laboratory technician and enologist.

In 2004 she was named Associate Winemaker and in October of 2008 was promoted to Winemaker. Ashley is responsible for all day-to-day winery activities in the production of Napa Valley wines for Joseph Phelps Vineyards.



**JUSTIN ENNIS**  
WINEMAKER, SONOMA COAST

Justin Ennis joined the Joseph Phelps team in 2007 as Cellarmaster in Freestone. He was promoted to Assistant Winemaker in 2011 and to Winemaker in February 2014. Justin is responsible for all day-to-day winery activities in the production of Sonoma Coast Chardonnay and Pinot Noir for Joseph Phelps Vineyards.



## *Insignia*

In 1974 Joe Phelps had the idea to make a separate cuvée each year, one that would represent the finest wine he could make from each vintage. His only thought was to make one wine that represented the best of what Joseph Phelps Vineyards could produce each year. He decided to name the wine Insignia, a proprietary name that would give him the flexibility to make the wine out of any varietal he chose. As it happened, 1974 was a great year for Cabernet Sauvignon in Napa Valley and the 1974 Insignia was 94% Cabernet Sauvignon. The following year Merlot dominated the blend, and in 1976, it returned to Cabernet Sauvignon. It was becoming increasingly clear that red Bordeaux varieties – particularly Cabernet Sauvignon – were ideally suited to Napa Valley and would consistently yield the best wines of the vintage. From 1977 on, Cabernet Sauvignon was never less than 50% of the Insignia blend. Joe’s vision evolved; Insignia would always be a proprietary red Bordeaux-style blend.

*“Insignia remains one of the world’s  
finest Cabernet Sauvignon-dominated blends.”*

*— Robert Parker, The Wine Advocate*