



CAIRDEAN ESTATE

Napa Valley's Wine & Food Village



ESTATE:

Cairdean Estate is a new destination for Napa Valley which is opening in phases and is set for completion in 2015. Family-owned and operated by Stacia and Ed Williams, the winery, currently under construction, is the focus of a new model wine and food village for the country's most visited wine region. Located in St. Helena, CA at the base of Spring Mountain and just north of the Culinary Institute of America. The architect of the contemporary winery is Juancarlos Fernandez, the current wunderkind of winery design (www.signumarchitecture.com). Upon completion in early 2015, the Cairdean Winery will have the largest grass roof of any building in Napa Valley and is connected to 17,369 square feet of caves, including one of the largest single volumes inside a cave in the region. The other buildings adjacent to the winery were part of an outlet mall housing Escada, Coach, DKNY, etc. Juancarlos's partner Jarrod Denton of Signum has adapted their use and worked closely with designer Nicole Hollis to arrive at beautiful contemporary interiors offering great visuals showcasing comfort and an enhanced hospitality and shopping experience. Only the finest fabrics, flooring, furnishings, surfaces and products were sourced to create an unparalleled wine and food experience at a winery.

Cairdean Estates has strategically opened its venues in phases, beginning with the cozy tasting room, which opened April 2014. The private tasting room, known as the Winemaker's Den, opened May 2014. The Farmer & The Fox, Cairdean's Bib Gourmand-award winning gastropub, opened in June 2014 and was followed by their most recent opening, Butterscots Deli, Bakery and Culinary Market in August 2015. Currently, Cairdean offers guests various tasting, dining and retail experiences that will only further expand with the anticipated openings of Redolent Mercantile and Rosgal Gallery in 2015.

Cairdean has two off-property vineyards producing estate fruit: Acquaintance Vineyard in the Coombsville AVA (Napa, CA) and Confidant Vineyard in the Russian River Valley AVA (Sonoma, CA).



Opened August 2014



Opened June 2014



Opening May 2015



Opening Summer 2015

OPENING SOON:

The Cairdean Winery, a notable architectural addition to Napa Valley, opens Summer 2015. Additionally, Redolent Mercantile, a luxury shopping experience offering guests an exciting and selection of curated items from around the globe opens May 2015. With few exceptions, Redolent's products will be exclusive to Napa Valley and the San Francisco Bay Area. Rosgal Gallery, an art gallery and event space offering a two-story, sweeping view of the vineyards through a 17' high window, ideal for weddings and other vibrant events, is anticipated to open Summer 2015, as well.

FOUNDED:

2010 by Stacia and Edwin Williams

THE NAME:

Cairdean ("care-deen") is the Scottish Gaelic word for friends. This name for the winery was chosen to express the Williams' belief that wine is meant to be shared among friends. The interlocking knot symbol, reminiscent of Celtic knots, includes four hearts, one for each member of the Williams family.

THE STORY:

Cairdean Estate is the vision of husband and wife Edwin and Stacia Williams. While working in the software industry in Massachusetts, Stacia developed a strong passion for wine. She made her first vintage in harvest of 2000, shipping in wine grapes from California through a local wine hobby shop. She met Edwin, an aerospace engineer, shortly after her first vintage. The family subsequently relocated to Fresno so that Stacia could enroll in the Enology and Viticulture program at Fresno State. Upon graduation, the family decided to start a family winery in the Napa Valley.

MANAGEMENT: Stacia and Edwin Williams, Founders & Proprietors
Stacia Williams, Winemaker
Edwin Williams, Vineyard Operations
Cody Stacey, Associate Winemaker
Curt Steiner, GM of The Farmer & The Fox
Joseph Humphrey, Executive Chef for The Farmer & The Fox and Butterscots

LOCATION & HOURS: At the base of Spring Mountain, two miles north of downtown St. Helena and just north of the Culinary Institute of America on Hwy 29.

3111-3125 St. Helena Hwy. N.
St. Helena, California 94574

The Tasting Room:
707/968-5434, open 7 days, 11 am – 8 p.m.

The Farmer & The Fox:
707/302-5101, open 7 days, 5 p.m. – 10 p.m.

Butterscots Bakery, Deli & Culinary Market
707/302-5104, open 7 days, 7 a.m. – 5 p.m.

Rosgal Mercantile: set to open early 2015
Picnic Grounds: set to open Winter 2014

www.cairdeanestate.com, info@cairdeanestate.com

THE WINES: Cairdean sources fruit from its own estate vineyards – Acquaintance Vineyard in the Coombsville appellation and Confidant Vineyard in the Russian River Valley appellation – and contracts for fruit from several distinguished vineyards in the North Coast.

WINE PHILOSOPHY: Stacia Williams found winemaking to be a creative outlet for her great fascination in wine and her own sensitive palate. Very hands-on, both Stacia and Edwin enjoy sampling in the vineyard, sorting grapes in the winery and guiding multiple blending sessions, all with the goal of perfecting each of their wines. Cairdean Vineyards intends to offer a wide range of wines and winetasting experiences to the public, building a myriad of friendships along the way.

ESTATE VINEYARDS: Acquaintance Vineyard:

10 acres in the Coombsville AVA, planted to Cabernet Sauvignon (the majority at 7.43 acres), Cabernet Franc, Malbec, Petite Verdot, and Merlot.

Confidant Vineyard:

28 acres in the Russian River Valley AVA, planted to Pinot Noir

SALES: Cairdean Vineyards' wines are available at the winery or online.

PRODUCTION: Approximately 5,000 cases a year

CLUBS:

The Munros Club

The Munros are mountains in Scotland over 3,000 feet high and membership in The Munros Club includes three 12-bottle shipments (36 bottles per year) of Cairdean wines hand-selected by our winemaker.

Membership benefits include:

- 20% off bottle wine purchases - both online and onsite
- Complimentary Estate tastings for you and up to 3 guests in our Winemaker's Den (by prior appt.)
- Special access to new release & club exclusive wines
- Limited production pre-allocation allotment
- Email offers with Club Member-only benefits

The Corbetts Club

The Corbetts are peaks in Scotland that are between 2,500 and 3,000 feet high and membership in The Corbetts Club includes three 6-bottle shipments (18 bottles per year) of Cairdean wines hand-selected by our winemaker.

Membership benefits include:

- 20% off bottle wine purchases - both online and onsite
- Complimentary Signature tastings for you and up to 3 guests
- Special access to new release & club exclusive wines
- Limited production pre-allocation allotment
- Email offers with Club Member-only benefits

The Grahams Club

The Grahams are mountains in Scotland that are between 2,000 and 2,499 feet high and membership in The Grahams Club includes three 4-bottle shipments (12 bottles per year) of Cairdean wines hand-selected by our winemaker.

Membership benefits include:

- 20% off bottle wine purchases - both online and onsite
- Complimentary Select tastings for you and your guest
- Special access to new release & club exclusive wines
- Limited production pre-allocation allotment
- Email offers with Club Member-only benefits

THE TASTING ROOM:

The Tasting Room features several tastings starting at \$25. The Tasting Room currently features the following Cairdean Estate wines:

2012 Haley Margaret (Napa)
2011 Unoaked Chardonnay (Napa)
2010 Russian River Chardonnay (Russian River)
2011 Rosé (Napa)
2011 Carneros Pinot Noir (Carneros)
2008 Zinfandel (Napa)
2010 Petite Sirah (Napa)
2010 Merlot (Napa)
2009 Cabernet Sauvignon (Napa)
2010 Cabernet Sauvignon (Napa)
2012 Leannan Riesling (Suisun)

CAIRDEAN & CUISINE:

Stacia Williams and her family are adventurous foodies and cooks, and so Cairdean Estate is also a setting which encourages exploring all of the enormous delicious nuances of food and wine.

Just as important to the Estate as the wines produced are Cairdean's two restaurants which offer daily dining experiences on the Estate. Butterscots Bakery & Deli is open daily from 7 a.m. to 5 p.m. and serves a seasonally-rotating menu of artisan breads, pastries, salads, sandwiches, sweets and more. Guests can pair their breakfast or lunch with a cup of Highwire coffee or espresso or with any of the Bellocq loose-leaf teas offered. The Farmer & The Fox, which won a 2015 Michelin Guide Bib Gourmand award soon after its opening, is a dinner venue and gastropub offering locally-inspired cuisine that is also an ode to the classic dishes of Scottish and English pubs. Renowned Bay Area and Michelin-starred Chef Joseph Humphrey serves as Estate Executive Chef for both Butterscots and The Farmer & The Fox.

SHOPPING & RETAIL:

Cairdean Estate features several unique shopping experiences tailored for the guest seeking interesting and exceptional items ranging from wine

accessories to artisan foods and high-end culinary items to imports from Scotland and Europe. Within the Tasting Room guests will find an assortment of wine and wine service accessories from hand blown decanters and cork sculptures. Butterscots houses a large variety of specialty food products and imports as well as culinary tools and products hand selected by Estate Executive Chef Joseph Humphrey.

Redolent Mercantile, opening May 2015, will offer Cairdean visitors a collection of curated items from all continents. Showcasing men's and women's fashions, exquisite home décor, artisan jewelry, culinary tools, fine textiles, ceramics, hand-blown glass, specialty cosmetics and body items, audio electronics and more, Redolent Mercantile is a shopping experience rooted in discovery and is an adventure for tastemakers and enthusiastic buyers.