



8761 Dry Creek Road | P.O. Box 1549 | Healdsburg, CA 95448

800.573.0075 | 707.433.6775 | prevailwines.com



PREVAIL
MOUNTAIN WINERY
ESTATE



*PreVail, remarkable wines of profound character, complex with intense flavors,
yet graceful and balanced, and which truly bring honor to the Mountain Estate vineyards from which they are born.*

*PreVail, remarkable wines that are truly reflective to a "sense of place", and which
are meticulously made to highlight their unique character year after year.*

No rock was left unturned in the quest to produce the uncompromising wines of PreVail.

"Wines that PreVail"™

PROPRIETORS

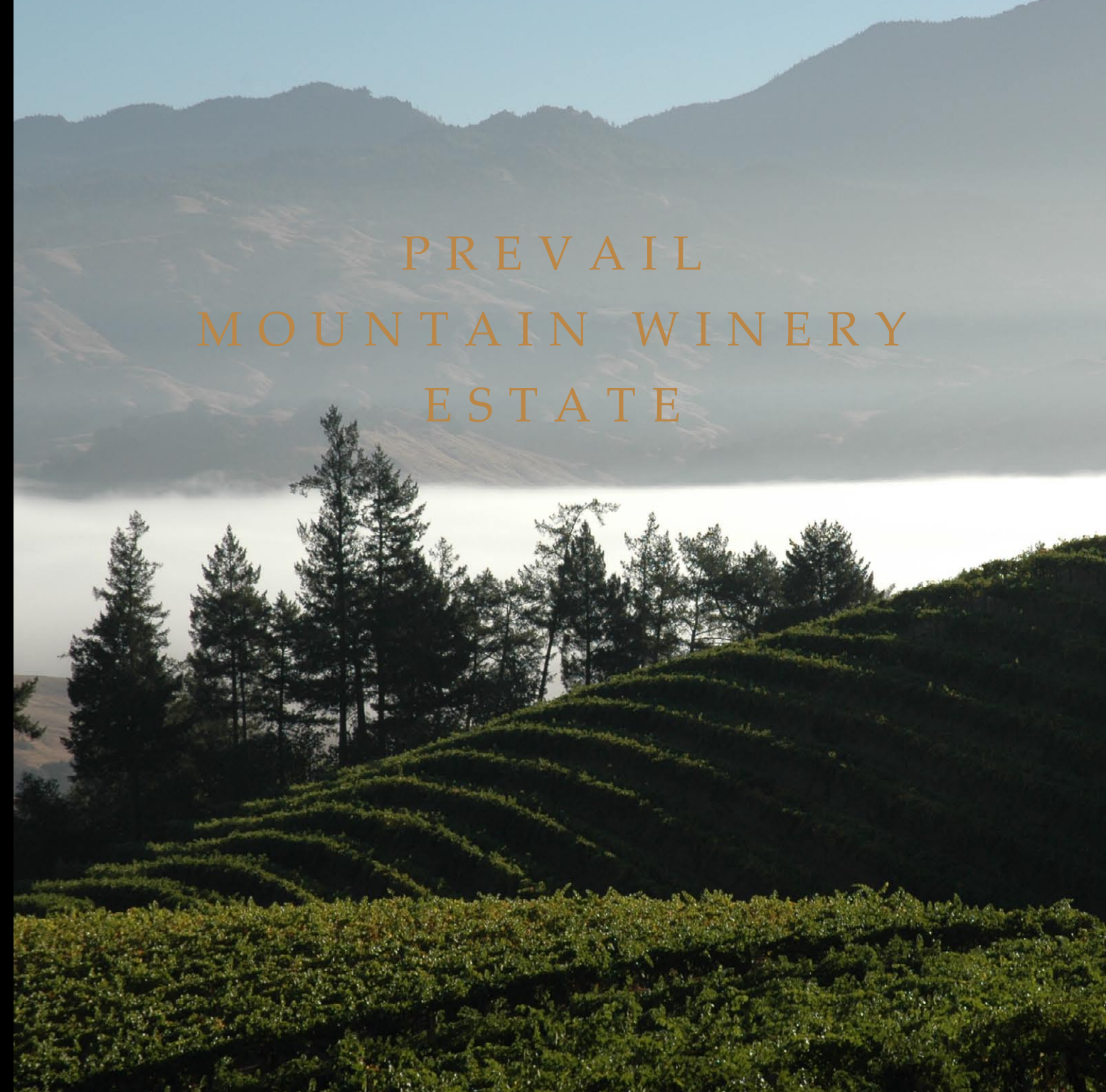
Don and Rhonda Carano have owned vineyards for over twenty-five years in the Alexander, Dry Creek and Russian River Valleys of Sonoma County and also the Napa/Carneros area, some of the best addresses in California's wine country. The Caranos continue to own and operate the acclaimed Ferrari-Carano Vineyards and Winery, located in Dry Creek Valley, known for producing world class wines.

The acquisition of two mountain properties in 1990 and 1996 marked a new phase of Don and Rhonda's dedication to produce superior red wines. In 2002, they embarked on another winery endeavor; PreVail, a Mountain Winery Estate that solely produces small lots of red wine. In the ensuing years, Don and Rhonda put together a team of individuals who they believed would successfully fulfill their expectation of creating these superior red wines of notable character. PreVail, the culmination of a twenty year commitment of bringing the land and vine together in a single bottle.



Don & Rhonda Carano

PREVAIL MOUNTAIN WINERY ESTATE



MOUNTAIN FRUIT

Two mountain vineyards comprise the cultivation of red wine grapes for PreVail. Rising from opposite edges of Alexander Valley, RockRise Mountain runs more to the north and east, while LookOut Mountain runs to the south and west. From either ranch you can stand on top, over 1,400 feet above the valley floor, and see the other one, under the same sun, but worlds apart.

At RockRise, geology and climate have created two distinct growing areas; the sunny "red face" slope with its deep and thick clay loam soils rich in iron, and the higher "white face" on the back side of the mountain consisting of thinner, light and complex gravelly loam soils weathered from the remains of an ancient past. Large basalt rock formations once covered these slopes, literally a hot bed of earth's volcanic activity, hence the name RockRise.

At the eastern end of Alexander Valley, bordering Knights Valley, lies LookOut Mountain. Here one can see a 360 degree view of Mount St. Helena, the surrounding mountains, foothills and the undulating twists and turns of the Russian River through a myriad of valleys, as it makes its way to the Pacific Ocean. Where RockRise has soft, gentle rolling hills, LookOut Mountain is rugged and steep, in harmony with the wilderness that surrounds this breathtaking ranch.



OUR WINEMAKING PHILOSOPHY

The vine tells us what we ultimately produce. As stewards of the vine, we simply interpret these individual characteristics in our winemaking philosophy.

Extremely labor intensive vineyard techniques are employed to maximize the potential of every vine. From the selective planting of French ENTAV clones - averaging 2000 vines per acre density - to winter pruning, trellis management, crop-thinning and leaf-pulling, we ensure that the highest quality fruit is delivered to the winery.

Rain or shine, each vineyard block is monitored on a weekly basis to calculate bud break, leaf break, bloom and veraison, leading up to the weeks before harvest when these excursions occur on a daily basis. Sampling each vineyard block, we taste and taste again until that optimum moment of perfect balance and ripeness appears, yielding approximately two pounds of fruit per vine, or two tons per acre.

Hand-harvesting and sorting at night into half-ton bins assures gentle handling and protects the integrity of the fruit received at the winery. PreVail's unique gravity-flow delivery process begins with additional hand sorting of grapes on a 36-foot conveyor belt for the removal of any green material which could impart a bitter flavor to the wine. From here, a vertical elevator belt moves whole berries up into an articulating arm which moves 180 degrees over a semi-circle of oak fermentation tanks, thereby pressing whole berries directly into each tank. Controlled fermentation temperatures with extended maceration periods are utilized to determine the extraction of fruit flavors and rich color.



"We know the vines on our Mountain Estate vineyards provide us with incredible grapes. Cabernet Sauvignon grapes for Back Forty come from four specific and very consistent blocks on a 40 acre site, allowing us to produce a wine of great purity and depth."

"Blending our hillside Cabernet Sauvignon and Syrah lots produces a wine that reflects the steep slopes and excellent climatic conditions for West Face. Even sun exposure on the west face of our Mountain Estate vineyard ensures us concentrated fruit flavors with rich, dense suppleness."

Aron Piotter, PreVail Winemaker



"I was struck by the visual harmony of these Mountain Estate vineyards, the elegance, the quietness, peaceful, you almost feel the wine. At both these vineyards, there is great diversity, many layers of soil, many layers of flavor. Wine is a living product, the deeper the roots of the vine, the deeper the flavors in the wine. It's like a painting. Every brush stroke has a purpose. The wine tells you when it's ready."

Philippe Melka, PreVail Enology Consultant

THE CAVES

The building of these caves has truly been an arduous labor of love, with excavation through solid rock, encountering fractures of earth up to 18 inches wide and over 100 feet in length; evidence of earth's ancient movements from thousands of years past.

The 46,000-square foot underground caves, adjacent to the mountain winery, provides the ideal conditions for the aging of the wines to develop and mature gracefully. The distinguishing factor of these caves is their size, which are physically bigger than any other cave in Sonoma County, with the capacity to store three vintages at one time.

Taller and wider than most, the complex spans 436 feet in width and extends into the mountain 390 feet. The two 16-foot wide by 14-foot high main access tunnels are flanked by two entrance portals, and the six 14-foot high by 13-foot wide storage tunnels give these caves an unparalleled expansive feel.



BACK FORTY

Beyond the estate winery and across the lake to the back side of RockRise Mountain lies a 40 acre vineyard block, comprised of four specific mini-blocks, uniquely situated on diverse soils well-suited for growing superior Cabernet Sauvignon grapes. Back Forty is a wine with a "true sense of place"...respectfully reflective of this particular site.

Displaying deep aromatics of ripe blackberry and red cherry, Back Forty has a rich mouthfeel that is beautifully concentrated and supple, with silky sweet tannins and a long, lingering smooth finish - a classic Bordeaux-style wine.

The unique diversity of soil composition, extreme attention to detail in the vineyard, high-density planting of French ENTAV clones with their low yields, and the rigorous practice of blending selections makes Back Forty a recipe for success.



WEST FACE

Superior Cabernet Sauvignon and Syrah grapes are grown on LookOut Mountain to create this premier California-style red blend. Selected blocks are planted in volcanic soil on steep slopes with ideal western sunlight exposure, allowing the tiny berries to ripen evenly, producing a wine with intense concentration of fruit flavors. Slow ripening ensures long "hang time", producing an exotic, sensual wine.

Deep purple in color with a flamboyant bouquet, West Face is a brilliant expression of mountain-grown fruit from specific vineyard sites. West Face will continue to display consistent characteristics year after year.



ADAM D. TIHANY AND MIRKO ILIC, PREVAIL LABEL DESIGNERS

The striking contemporary label for PreVail was designed by the preeminent hospitality designer in the world today, Adam D. Tihany, and his illustrious colleague, Mirko Ilic.



Known for his sophisticated, ground-breaking designs, Tihany took this approach when creating the PreVail label, interpreting the Carano's wishes for the label to have a "sense of place." The inverted V represents the mountain vineyards from where this wine comes from, and the predominant V in the PreVail name itself represents superior quality. The vibrant colors used; copper, blue and magenta, represent the earth, sky and sun respectively, or the soils, climatic conditions and sun exposure known as "terroir."

In addition to creating some of the world's most innovative and highly acclaimed restaurants, such as Per Se for celebrated French Laundry Chef Thomas Keller, Le Cirque for Sirio Maccioni, Aureole for Chef Charlie Palmer, "C" at the One&Only Palmilla resort for Charlie Trotter, and numerous restaurants for the MGM Grand, Tihany has designed some of the world's most beautiful resorts. His versatility includes the design of furniture, hospitality products and exhibitions around the world with endless honors and awards for his recognized authority in architecture and design.

Mirko Ilic, formerly Art Director of Time Magazine International and New York Times Op-Ed pages, established his own graphic design, illustration and 3-D computer graphics and motion studio in 1995. He teaches Master's level illustration at the School of Visual Arts and has co-authored numerous books including, "Genius Moves: 100 Icons of Graphic Design", "Design of Dissent" and is currently working on a new book, "The Anatomy of Design."

