

# WILLIAM HILL ESTATE

— NAPA VALLEY —

## AN OVERVIEW

### The Winery

William Hill Winery has produced award-winning wines from the Napa Valley since 1978. The winery practices what we like to call “focused winemaking,” creating Cabernet Sauvignon and Merlot wines sourced exclusively from hillside, bench land and mountain vineyards, and cool climate Chardonnays.

The William Hill Winery wine style is derived from three sources:

- The appellations of our grape sources
- The winemaking style of our team
- Meticulous barrel selection

### Appellation

William Hill Winery wines carry the Napa Valley Appellation, focusing in on the cooler growing areas of Napa, including Carneros, the Silverado Bench area and Atlas Peak. These growing areas in the southern end and mountain environments of the Napa Valley provide lengthened growing seasons. Longer hang time on the vine and more moderate temperatures produce fruit with natural acidity, structure and varietal character, translating into the distinctive William Hill Winery style.

Chardonnay is sourced from the Carneros AVA, at the southernmost point of the valley, from the Atlas Peak AVA, high in the mountains on the eastern rim of the valley, and from the Winery’s Silverado Bench Estate vineyards.

žCarneros fruit is key to the winery’s Chardonnay style, providing up to 80% of the blends. Grapes from Carneros are known for *intense varietal flavors, crisp acidity and tropical fruit*.

žThe Atlas Peak fruit is also *high in acidity, with distinct stone fruit flavors, providing added dimension* to the Chardonnay blend.

žA small amount of Chardonnay grown in the cooler, low lying areas of the Silverado Bench vineyards contribute *forward fruit, roundness and crisp apple and citrus flavors*.

Fruit for William Hill Winery’s Merlot and Cabernet Sauvignon is grown on the well-drained slopes of bench land, hillside and mountain vineyards. The moderate and stony soils of hillside vineyards allow the fruit to ripen past the vegetal/fruity flavors of warmer climates into the berry/spice range.

žThe Silverado Bench produces Cabernet Sauvignon with *softer tannins and more berry-like qualities*, and Merlot with *lush fruit characteristics*.

žHillside vineyards high in the Atlas Peak District produce Merlot with *concentrated fruit and firm tannins*, and Cabernet Sauvignon with *ripe berry and spice flavors*.

### Estate Vineyards

The Winery’s Estate vineyards are found in two distinct locations in the southern part of the Napa Valley: on the Silverado Bench adjacent to the Winery, and in the Carneros AVA at the southernmost point of the valley. Fruit from these vineyards provides the backbone of the Reserve wines, and is the primary influence of the Winery’s overall style

The winery recently acquired control of an 80-acre property in the Carneros AVA, an area becoming famous for Chardonnay and Pinot Noir. Heavy clay soils restrict vine growth while sloping hillsides encourage drainage. The cool climate brought on by the morning and evening fog and brisk afternoon winds from San Pablo Bay lengthen the

“hang time” of the grapes to increase varietal flavor, while simultaneously decreasing the respiration of vital acidity. Because white wines lack the tannins which provide structure in reds, they must rely on their acidity for structure.

## **Winemaking**

Selection and blending of the numerous lots of wine is the heart of our winemaking philosophy. She and her team strive to define the fruit from the vineyards in the wines they craft, showcasing fruit character first, followed by winemaking influences. We are looking for true, lush fruit character, lots of elegance and complexity, delicious flavors — a total sensory experience.

Fruit selection for the Napa Valley Reserve wines is a meticulous isolation process. Our winemaker and vineyard manager walk the vineyards before harvest time, tasting the grapes as they ripen and noting those that show potential for the Reserve program. Lots are continually evaluated after primary fermentation and malolactic are complete to seek out those lots which possess the quality and style for our Reserve wines. Chardonnay selection sometimes brings surprises. There will be some late bloomers that are upgraded to Reserve, making Chardonnay more of a moving target. Cabernet Sauvignon, however, is usually easily isolated in the vineyard. The superior flavor and color are more immediately apparent. The Reserve Cabernet selection is almost always done in the vineyard.

Barrel selection is an essential part of our winemaking. Barrel flavors can either lift the flavor of a wine or clash with it. Thus, all of the barrels purchased by the Winery are custom toasted to exact specifications, and each barrel is personally inspected and approved. Our winemaking team has chosen barrels that enhance the William Hill Winery style:

- žChardonnay barrels have sweet, creamy vanilla flavors.
- žMerlot barrels have slight tar, sweet vanilla and toasty flavors.
- žCabernet Sauvignon barrels have more tar and smoke notes.

Malolactic fermentation is important to the Chardonnay style, contributing additional richness and complexity to the wines. Red winemaking techniques such as whole berry fermentation are designed to control tannins and amplify fruit flavors.

## **The Wines**

Within the overall fruit forward character of the William Hill Winery style:

- ž**Napa Valley** wines are designed to be fresh, crisp and luscious, for near term drinking.
- ž**Napa Valley Reserve** bottlings are designed with more weight, intensity and age potential, with more noticeable effects of winemaking techniques such as barrel aging and malolactic fermentation.
- ž**Aura** is designed for connoisseurs and collectors, representing the best Estate Cabernet Sauvignon fruit. Jill Davis is given *carte blanche* on this limited production wine, showcasing her exceptional winemaking skills.

### **Napa Valley Wines**

*William Hill Winery Napa Valley Chardonnay*

Smooth, creamy texture with hints of nectarine, honeysuckle and baked apple.

*William Hill Winery Napa Valley Cabernet Sauvignon*

Aromas of cassis, currant and raspberry, with beautiful color, soft, polished tannins and a lingering finish.

*William Hill Winery Napa Valley Merlot*

Rich, supple appeal accented by flavors of crushed blackberry and raspberry with a hint of oak.

### **Napa Valley Reserve Wines**

*William Hill Winery Napa Valley Reserve Chardonnay*

Elegant and luxurious, full of tropical fruit, toasty oak and spice.

*William Hill Winery Napa Valley Reserve Cabernet Sauvignon*

Supple vanilla oak balances well with the jammy, cassis-laden Cabernet Sauvignon fruit.

### **Aura**

*William Hill Winery Aura Cabernet Sauvignon*

Rich, concentrated blackberry and cherry fruit character; elegantly balanced with layered flavors of smoky oak, vanilla and tannin.