

FRANK FAMILY  
VINEYARDS

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Green to  
our Roots

Fall 2020





# Contents

**WHAT A YEAR.** Weather-wise, 2020 was as steady as she goes. In fact, the days leading up to our Chardonnay harvest were the most stable thing all year! Then, two days after picking for our sparkling wines was underway, an unseasonal and unprecedented series of thunderstorms blew through Northern California, bringing lightning strikes that ignited dozens of blazes. Wildfires have since joined the pandemic as another hurdle to overcome this year. Only time will tell, but we are cautiously optimistic as we move through harvest, a time which is normally our most joyous occasion of the year. We are incredibly grateful for the firefighters and first responders who keep our communities safe and to all of you for your messages of love and support, even from afar.

This special "Green to our Roots" issue is our way to take a step back and appreciate the goodness of life and the gifts of the earth as we celebrate our land and the important ecosystems under our care. In our nearly three decades in the winemaking business, we have been reminded time and time again how precious and resilient nature is. Even in times of despair caused by an earthquake, wildfire, or Covid-19, we are reminded of the beauty that nature brings. This rings remarkably true with the momentous 2017 vintage, which we are excited to introduce to you on the following page.

**IN THIS ISSUE,** we share the many ways Frank Family is employing sustainable practices in the land and at the winery and are excited to announce that Frank Family has recently earned its Napa Green recertification for the third time, joining an elite group of fellow Napa wineries. As we look toward the future and continue our leadership in sustainability, it's important for us to align ourselves with businesses who work to safeguard the

environment just as much as we do. We spotlight two world-class cork purveyors who we work with to provide an exceptional wine drinking experience for everyone who opens a bottle of Frank Family wine.

But our commitment to sustainability at Frank Family doesn't just stop in the vineyard. We work to provide and care for people and communities as well as our vines. In response to Covid-19, we have partnered with the James Beard Foundation's "Open for Good" Campaign to help independent restaurants survive this crisis, rebuild better, and thrive for the long term. Through each bottle purchase of our Napa Valley Cabernet Sauvignon, Frank Family is making a donation to this worthy cause to support our dear friends in the restaurant industry. If we learned just one thing this year, it's that we're in this together!

While this year has kept us from fully celebrating and living life, when you feel the time is right, we invite you to join us once again at your wine country home-away-from-home on Larkmead Lane. Until then, whether you're in the mood to uncork a new release from the memorable 2017 vintage, tune in for one of our upcoming virtual events, dine in your favorite local restaurant to support a business in need, or shop for the perfect holiday gift in our online wine shop, our fall issue will help bring Napa Valley to you, wherever you are.

Cheers!

Rich and Leslie Frank  
Proprietors

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# The Beauty That Comes from a Challenging Vintage

**T**HE CHALLENGES WE faced during the 2017 vintage in Northern California are not those any winemaker will ever forget: epic winter rain, sustained summer heat, and devastating wildfires at the tail-end of harvest. After five previous years of near-perfect conditions, Mother Nature threw Napa and Sonoma curveballs that our winemaker, Todd Graff hit out of the park. Now, more than three years later, we're celebrating the beautiful wines Todd crafted despite such unforeseen obstacles. Don't just take our word for it: acclaimed wine critics Lisa Perrotti-Brown of Wine Advocate and Antonio Galloni of Vinous Media reviewed our 2017 red wines earlier this year and awarded them each over 90 points.

## 2017 in Review

While 2017 will mostly be remembered for its devastating October fires, understanding the vintage is more nuanced than what happened during that period of ten harrowing days. The year began with abundant rainfall that was quite disruptive, although welcome after four years of drought. The winter rains were concentrated between January and April, followed by a mild spring resulting in healthy flowering in the vineyards. The growing season enjoyed ideal weather conditions leading up to harvest. A heatwave over Labor Day weekend was the year's defining moment, a brutal stretch of 100+ degree days that became, in hindsight, a blessing before the curse of the fires. The Labor Day spikes kicked harvest into high gear and prompted picking earlier than usual. It resulted in much of our wine already being tucked away by early October, specifically our Chardonnay, Pinot Noir, Sangiovese, Petite Sirah, Zinfandel, and about 90% of our Cabernet Sauvignon.

For the remaining 10%, a major challenge arrived in the form of an unprecedented firestorm that ravaged the Eastern hills and Northern borders of Napa Valley in the late evening and early morning hours between Sunday, October 8 and Monday, October 9. The media

Painted a grim picture, and the losses were heartbreaking. Though Frank Family Vineyards and most of Wine Country were unscathed, lives were lost, and thousands of homes and businesses were destroyed in and around Napa and Sonoma Counties.

## Committed to Quality—Always

Every block in every vineyard of every vintage is placed under meticulous evaluation through each step in the winemaking process, and 2017 was no exception. A year into barrel aging, we assessed each wine's quality through a series of in-house blind tastings. The entire team was immediately impressed with the finesse and elegance the wines showed. Across the board, they are delicious and untouched by the year's historic events. Even so, the reality is that no one knows how post-fire wines would develop in the bottle. For this reason, we made the difficult and heartbreaking decision to forgo bottling any wine from grapes harvested after October 8. It simply is not worth the risk to our brand.

"We have worked for over 25 years to build our brand, and we are not willing to put our reputation at risk with suspect bottles. Rest assured, not a single grape picked after the fires has gone into a single Frank Family bottle of wine," says Proprietor, Leslie Frank.

## Looking to the Future

While Napa Valley is best known around the world as North America's premier wine region, insiders know the intrinsic value is the resilient spirit of the local community. This especially rings true in times of crisis, whether confronted with an earthquake, a fire, or a global pandemic, the Napa community stands strong together, always ready to rebuild and to focus on what's ahead. 2017 was an extraordinary vintage full of many firsts, and hopefully some lasts. We hope you join us in embracing these 2017s and appreciate how a challenging vintage can produce wines with such grace and beauty.

# Reserve Cabernet Sauvignons

## I. 2017 Calistoga Cabernet Sauvignon

**Blend Composition**

100% Cabernet Sauvignon

**NEW**

**Appellation**

Calistoga, Napa Valley

**Winemaking**

20 months in 50% new French oak barrels, 50% once and twice-filled French oak barrels

**Tasting Notes**

Soft and supple yet powerful, this wine is sourced from the impressive Sam Brannan Vineyard along the Silverado Trail in the Calistoga AVA. Ripe blackberry, raspberry, and fig are accentuated with nuances of crushed black pepper and cocoa dust in the mouth. The full-bodied finish is smooth and remarkably long-lived.

## II. 2017 RHF Cabernet Sauvignon

**Blend Composition**

97% Cabernet Sauvignon  
2% Petit Verdot  
1% Merlot

**NEW**

**Appellation**

Rutherford, Napa Valley

**Winemaking**

20 months in 50% new French oak barrels and 50% once-filled French oak barrels

**Tasting Notes**

Named in honor of Frank Family's owner and founder, Richard Harvey Frank, this estate-sourced wine shows baked berries, toasted wood, and crème de cassis on its intriguing nose. The palate is elegant and refined, offering plenty of black fruit upfront followed by notes of espresso and cinnamon, with a bright freshness through the finish.

**Accolades**

92 Points, Wine Advocate  
91 Points, Antonio Galloni

## III. 2017 Oakville Cabernet Sauvignon

**Blend Composition**

100% Cabernet Sauvignon

**NEW**

**Appellation**

Oakville, Napa Valley

**Winemaking**

20 months in 33% French oak barrels, 67% once and twice-filled French oak barrels

**Tasting Notes**

From the acclaimed Oakville appellation, this beautifully layered wine is brimming with exuberant black cherry and toasted oak aromas. On the palate, soft, supple waves of dark plum and cassis meet secondary flavors of freshly tilled earth, dried herb and clove, ending in smooth, elongated tannins.





# Reserve Reds

## I. 2017 S&J Vineyard Petite Sirah

NEW

**Blend Composition**  
100% Petite Sirah

**Appellation**  
S&J Vineyard, Napa Valley

**Winemaking**  
20 months in 33% new French oak barrels, 67% once and twice-filled French oak barrels

**Tasting Notes**  
Beautiful ink purple in color and magnificently concentrated in flavors, this full-bodied wine takes you on a full-flavor experience. Aromas of earth, allspice, and baked blueberries jump from the glass, while dark chocolate, nutmeg, and cedar flood the palate. This wine is layered, well-structured, and ready to be paired with food.

## II. 2018 Chiles Valley Zinfandel

NEW

**Blend Composition**  
89% Zinfandel  
11% Petite Sirah

**Appellation**  
Chiles Valley, Napa Valley

**Winemaking**  
16 months in 50% new French oak barrels and 50% neutral barrels

**Tasting Notes**  
Dusty sage and misty forest aromas lead to deep layered and focused flavors of plum, dark fig, and dark chocolate. The palate delivers freshness, combining mixed black and red berries with a hint of baking spices. Its exploding ripe fruit flavors are balanced by a backbone of bright acidity.

## III. 2017 Winston Hill

NEW

**Blend Composition**  
93% Cabernet Sauvignon  
4% Merlot  
2% Petit Verdot  
1% Cabernet Franc

**Appellation**  
Winston Hill Vineyard, Rutherford, Napa Valley

**Winemaking**  
21 months in 75% new French oak barrels and 25% once-filled French oak barrels

**Tasting Notes**  
The 2017 Winston Hill is a profoundly beautiful wine, powerful yet focused, in addition to lively and fresh. The palate is tremendous in cassis, blackberry, and mocha flavors, and the 75% new French oak provides perfect additions of cedar and caramel. This finely-crafted wine is soft and generous to drink now and will develop gracefully over time.

**Accolades**  
94 Points, Antonio Galloni  
91 Points, Wine Advocate

# Sparkling Wines

## I. 2016 Rouge NEW

**Blend Composition**  
73% Pinot Noir, 27% Chardonnay

**Appellation**  
Carneros, Napa Valley

**Winemaking**  
Like all Frank Family sparkling wines, our Rouge is created using the *Méthode Champenoise* whereby the secondary fermentation occurs in the bottle. The beautiful ruby hue of this wine comes from leaving the Pinot Noir juice in contact with the grape skins for a brief period of time. This wine rested on spent yeast cells for three years and was riddled before disgorgement on April 26, 2020.

**Tasting Notes**  
A striking crimson red, the 2016 Rouge is a unique show-stopper with lively aromas of bing cherry and rose petal. Bright flavors of ripe cranberry greet the palate, rounded out by hints of nutmeg and a creamy vanilla sensation for a lingering finish.

## III. 2014 Blanc de Blancs

**Blend Composition**  
100% Chardonnay

**Appellation**  
Carneros, Napa Valley

**Winemaking**  
A defining feature of the remarkable 2014 vintage is the consistent and even growing of the grapes. A warm growing season led to an early harvest. Our Chardonnay for the Blanc de Blancs was hand-picked in mid-August from our Lewis Vineyard in Carneros. Our Blanc de Blancs is crafted in our cellar using the traditional *Méthode Champenoise* whereby the secondary fermentation occurs in the bottle. This wine aged on the lees for three years and was hand riddled before disgorgement in February 2018.

**Tasting Notes**  
Our signature sparkling wine, the Blanc de Blancs is hand-crafted from 100% estate-grown Chardonnay. It has a beautiful bouquet marked by floral and citrus notes. The palate is fresh and vibrant, with a rich structure and creaminess that brings balance and intensity to the flavors. The refined finish shows remarkable length with excellent minerality and effervescent fruit that lingers.

## II. 2011 Lady Edythe Reserve Brut

**Blend Composition**  
74% Chardonnay  
26% Pinot Noir

**Appellation**  
Carneros, Napa Valley

**Winemaking**  
Our reserve sparkling wine is made in the traditional *Méthode Champenoise* whereby the secondary fermentation occurs in the bottle. This wine rested on spent yeast cells for six years before disgorgement in May 2018.

**Tasting Notes**  
Named in honor of Rich Frank's mother, Edythe, the Lady Edythe Reserve is a beautifully mature and rich sparkling wine. It shines with minerality and texture of Chardonnay and Pinot Noir from our Lewis Vineyard in Carneros. Its intensity and concentration come from resting on spent yeast for six years before disgorgement. The six additional months spent resting post-disgorgement make for a ripe, yet toasty wine, crisp and deliciously in balance.

## IV. 2015 Brut Rosé

**Blend Composition**  
90% Pinot Noir, 10% Chardonnay

**Appellation**  
Carneros, Napa Valley

**Winemaking**  
The traditional *Méthode Champenoise* is used to create the tiny bubbles in the bottle. This wine rested on spent yeast cells for three years before disgorgement in January 2020.

**Tasting Notes**  
Produced from Carneros Pinot Noir and Chardonnay, this elegant bubbly spent three years en tirage. It's a brilliant pink coral color, with tangy strawberry, orange peel, and cherry flavors. Bubbles are compact and finessed, with lively acidity, finishing with a refreshing burst of minerality framed by creamy nuances.



# Napa Valley Wines

## I. 2016 Napa Valley Cabernet Sauvignon

**Blend Composition**

85% Cabernet Sauvignon, 15% Merlot

**Appellation**

Napa Valley

**Winemaking**

20% months in 33% new and 67% once and twice-filled French oak barrels.

**Tasting Notes**

Seamlessly woven in black cherry and cocoa, our flagship Cabernet is sumptuous and seductive in structure and complexity. The palate offers flavors of hazelnut, baked plum, and cloves while brilliant acidity on the finish balances the concentration of flavors and tannins.

**Accolades**

90 Points, Wine Advocate.

## II. 2018 Carneros Pinot Noir

**Blend Composition**

100% Pinot Noir

**Appellation**

Carneros, Napa Valley

**Winemaking**

10 months in 33% new French oak barrels, 67% once and twice-filled French oak barrels.

**Tasting Notes**

Bright ruby in color, the 2018 Carneros Pinot Noir is lively and fresh with a beautiful exploration of rose petal, pomegranate, and cranberry. It shows a wealth of flavor and texture with a full-bodied figure of ripeness and structured acidity.

# Reserve Chardonnay

## III. 2018 Carneros Chardonnay

**Blend Composition**

100% Chardonnay

**Appellation**

Carneros, Napa Valley

**Winemaking**

Barrel fermented in 34% new, 33% once, and 33% twice-filled French oak barrels for nine months. While aging on the lees, the wine was hand-stirred regularly to promote depth and longevity.

**Tasting Notes**

Hailing from acclaimed vineyard sites, the 2018 Carneros Chardonnay offers a creamy full body complemented by fresh, persistent acidity. Layers of yellow apple, lemon curd, baked pear, and toasted brioche lead to a balanced and lasting finish of vanilla and baking spice.

## IV. 2018 Lewis Vineyard Chardonnay

**Blend Composition**

100% Chardonnay

**Appellation**

Lewis Vineyard, Carneros, Napa Valley

**Winemaking**

11 months in 100% new French oak

**Tasting Notes**

A compelling combination of vanilla, mango, and pineapple aromas invite the nose into this wine, where wafts of lemon curd and toast arise. The palate is rich in texture, balanced by brilliant, bracing acidity. Flavors of magnolia blossom, honey, and crème brûlée mingle in delicious harmony leading to a soft yet lengthy finish.

## V. Late Harvest Chardonnay

**Blend Composition**

100% Chardonnay

**Appellation**

Lewis Vineyard, Carneros, Napa Valley

**Winemaking**

This non-vintage Late Harvest Chardonnay was crafted in the traditional European method where botrytized grapes are left on the vine until the perfect concentration of flavors and aromas is achieved. The wine was aged two years in 100% French oak barrels.

**Tasting Notes**

This wine radiates purity and opulence with its yellow-amber hues. Intense aromas of dried apricots, quince paste and hints of pear lead into a wet stone minerality, classic of botrytized wines. The palate is beautifully balanced with layers of spice and honey that mingle with exotic notes of candied mango and pineapple. Drenching the palate with every single drop, the incredible richness provides a seemingly endless finish.



I

II

III

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IV

# What's New?

## Frank Family Achieves a Higher Standard of Sustainability

Napa Green is an independent, third-party certification process that ensures the most rigorous standards of sustainability are met. Frank Family Vineyards was one of the first wineries in Calistoga to be Napa Green certified, receiving accreditation for both land and winery in 2014. As required every two years, Frank Family has undergone recertification twice and we recently received our third recertification earlier this year after completing the certification standards checklist, passing the water and waste assessment audit, and developing a detailed action plan for continuing improvement. With each recertification, Frank Family Vineyards has achieved a higher standard of sustainability.



## Frank Family Goes Viral with Sweet Caroline Parody Music Video

We reopened our property for in-person, by-appointment tastings on Wednesday, June 10, after nearly three long months of being closed to the public. In doing so, we implemented many new safety protocols and revised our tasting experiences to ensure the safest guest experience possible. While many things have changed, it's important to remember that first and foremost, wine is meant to be fun, even during these heavy times. This is why Rich and Leslie Frank gathered the entire Frank Family team to celebrate the winery reopening with a music video parody of Neil Diamond's "Sweet Caroline." Patrick Davis of Songwriters in Paradise is featured on guitar and vocals. Frank Family Marketing Manager Marisa McCann wrote the lyrics, which cover our new safety protocols for visits in light of COVID-19 regulations. The video has been wonderfully received and we have excitingly been booked to capacity every weekend since. We hope we continue to see guests eager to return as we move into the end of the year. We truly missed sharing our wines and stories with everyone; after all it's at the heart of everything we do.

## Frank Family Donates \$25,000 to Autism Speaks

The outbreak of Covid-19 has had an unprecedented impact on the world, with the fast-changing environment requiring navigation through uncertain times. We realize what is needed now more than ever is to spread love and kindness. This became the mission behind our Frank for a Cause campaign earlier this year. In April, Frank Family partnered with Autism Speaks, the nation's leading autism advocacy organization, to honor and support World Autism Month. We joined this month-long movement by donating 15% of all proceeds from our 2018 Carneros Chardonnay to help fund vital programs that increase global understanding, advance breakthroughs in autism research, expand early childhood screening, and improve the transition to adulthood. Through our online campaign, Frank Family raised \$25,000 to help Autism Speaks enhance the lives of many people with autism and those who support them. Thank you to everyone who participated in our cause and who joined us in creating a kinder, more inclusive world for all!

## Rich and Leslie Frank Grace the Cover of Napa Valley Life Magazine's Philanthropy Issue

Beloved Frank Family Proprietors, Rich and Leslie Frank, along with rescue pup Magnum, appear on the cover of Napa Valley Life Magazine's first annual philanthropy issue. This issue featured organizations, businesses, and individuals within the Napa community who stand out for their passion and dedication to create a better world for those around them. We are honored to see our proprietors recognized for their generous spirit and are proud of our Napa community that goes to great lengths to support the wellbeing of others in good times and bad. To request a printed copy of this issue, please call the winery at 707-942-0859.



## Frank Family Named Top 10 Cabernet and Top 50 Wine Brand

Wine & Spirits Magazine's 2020 Restaurant Poll names Frank Family the #7 most popular Cabernet Sauvignon on U.S. wine lists and the #31 overall wine brand. The prominent beverage industry magazine ushers in April with their annual poll, an issue they have published since 1989. They compile the Restaurant Top 50 by interviewing wine directors across the country to report on their top-selling bottles. Frank Family is excited to once again earn a place at the top among some of the world's most admired wines, a position we have enjoyed for more than a decade. Thank you to all our members and fans who choose Frank Family when dining out!

## The 2020 Holiday Gift Collection is Here

The new Frank Family Holiday Gift Collection debuts online this fall, offering ready-for-gifting wine sets, elegant home goods, and seasonal apparel. Whether you're looking for Christmas gifts for loved ones or corporate gifts for clients, this year's holiday collection has something for everyone. Enjoy our dedicated concierge services such as hand-written holiday cards and build your own gift sets to meet all your gift-giving needs. Turn to page 26 to view a sampling of this year's collection.



Left Page: Napa Green certified plaque atop Lewis Vineyard Chardonnay grapes. This Page: Rich & Leslie Frank on the cover of Napa Valley Life Magazine; Frank Family Napa Valley Cabernet Sauvignon

# Green to our Roots

## Frank Family's Unwavering Commitment to Sustainability

**W**E BELIEVE SUSTAINABLE farming produces grapes with stronger character and a greater sense of place. Being sustainable means protecting the soil, water, and air – all components that contribute to the vigor and flavor of our grapes, and ultimately our wines. For this reason, Frank Family is dedicated to earth-to-bottle stewardship and takes our commitment to sustainability very seriously.

In 2014, we achieved a milestone achievement in sustainability when our vineyard and winery practices became 100% third-party certified by Napa Green. We continue to integrate environmentally and socially responsible practices into our every-day business, achieving a higher standard of sustainability year after year. Saving energy and water, reducing waste and carbon footprint, and being conscientious employers and good neighbors is Frank Family's way of ensuring the long-term health of our land, communities, and industry.



Above: reservoir at Benjamin Vineyard; Next Page: Sangiovese grapes undergoing ripening at Winston Hill Vineyard; mustard in bloom at Lewis Vineyard

### Vineyard Sustainability

As stewards of 250 acres of vineyards and approximately 500 total acres of land throughout Napa Valley, sustainability is the foundation of Frank Family's green business practices. We continuously work to protect the native ecosystems under our care.

- ▷ Conserve water by monitoring the needs of the vines with a surface renewal system which prevents over-irrigation. We keep water conservation at top of mind with the ultimate goal of dry farming. Only run-off rainwater collected in the property's reservoir is used for irrigation at our Benjamin Vineyard.
- ▷ Cultivate a permanent cover crop to improve soil health and provide a natural habitat for beneficial insects and wildlife. We plant an array of diverse crops such as grasses, legumes, and clover.
- ▷ Return grape stems, skins, seeds, and other winemaking by-products to the land as organic compost. Through the use of compost, we reduce erosion and sediment runoff.



### Winery Sustainability

While great wine begins in the vineyard, environmentally conscious winemaking extends beyond the land. The winery plays a major role in our sustainability efforts from water and energy conservation, waste-material management, and creating a healthy workspace.

- ▷ Our state-of-the-art winery was redesigned in 2008 with sustainability in mind. We have since reduced energy use by installing skylights which enhance natural light. Increased insulation also allows us to use less air conditioning in warmer months and less heat in cooler months.
- ▷ To conserve water, Frank Family has installed flow meters in the winery, forgoes water in place of steam whenever possible, recycles winery wastewater into landscaping, and reuses chemical washes for tanks, using one set of cleaning solutions for three tanks.
- ▷ We recycle all grape must, corks, packaging and capsules, as well as all office supplies such as ink cartridges and paper.
- ▷ Winemaker Todd Graff is experimenting with a variety of cold stabilization techniques to reduce energy use including trials on chemical stabilization, filter stabilization, and cell stab stabilization, which is a cellulose product that prevents the formation of tartrates.
- ▷ We introduced new packaging in early 2019 that better reflects our commitment to sustainability. All our wine club boxes are now 100% recyclable, biodegradable, and compostable and we are committed to phasing out wood boxes entirely.

### Historic Preservation

Frank Family is not only sustainable in the vineyards and at the winery, but also in our historic preservation efforts. Our property is home to the third oldest winery in Napa Valley, the Historic Larkmead Winery. Built in 1884, the iconic stone building is now considered an archetype of California's wine country - appearing on the National Register of Historical Places and listed as a Point of Historical Interest in the state of California. We underwent an extensive preservation project in 2008, working closely with local organizations to ensure the beauty of this building is here to stay.



# Dorks About Cork

## Why Frank Family Chooses Natural Cork

**CORK.** It's the first impression of quality and the last thing the wine touches. The nature and quality of a cork is of utmost importance to packaging, preservation of the wine, and the experience of opening the bottle. At Frank Family Vineyards, we value the connections we make with each person who opens a bottle of our wine and we want our hospitality to radiate, regardless of where you enjoy it. The finest details can make the difference and that is why we choose to use the finest natural cork for our bottles.

### The Most Sustainable Option

Cork is one of the most sustainable resources on the planet. Often referred to as "the lungs of the environment," the largest cork oak forest, located in Portugal, is so important to the ecosystem that it has been protected by law since the 13th century. At Frank Family, it's important to us that our business partners put as much attention and care into their craft as we do, which is why we're honored to work with two world-class cork purveyors that were both founded in Portugal and have since expanded to California.

M.A. Silva USA, located over the mountain from our winery in Santa Rosa, California, sources cork from the Alentejo and Algarve regions of Southern Portugal where they never use pesticides or similar treatments in their forest maintenance practices. Our second supplier, Portocork, located in Napa, also sources from the Alentejo region of Portugal and from equally spectacular regions of Spain. Our winemaker, Todd Graff, prefers to work with both suppliers due to their top-of-the-line service and quality in addition to their practice of supreme sustainability from harvest to the production of their corks.

The sustainability of the cork begins in the *Montado*, Portuguese for "cork oak forest". These delicate and protected forests support a wide range of plant and animal life and play an important role in their surrounding communities. Much like how Napa Valley thrives on the annual grape harvest, those who live near the

*Montado* build their lives around the cork harvest. Cork provides work, cultural heritage, and economic activity for more than 100,000 people in the seven Mediterranean cork-producing countries.

### The Cork Harvest

The cork that one finds in wine bottles is made from the bark of the tree. This means that the cork oak tree is not cut down in the harvesting process; it is only shaved. Bark is harvested from the tree every 9-12 years, with a cork tree living anywhere between 100-300 years. In its raw form, the cork is harvested by hand using a traditional tool called a "cork axe". This bark stripping method minimizes environmental impact and improve the tree's health. In fact, after the bark is harvested the cork bark regenerates itself and absorbs 3-5 times more CO2 than a tree that has not been harvested. The *Montado*, with about 5.4 million acres of surface area, contributes around 14 million tons of CO2 retention annually, playing a crucial role in fighting climate change.



### Cork Production

The sustainability efforts do not end in the forest. After harvest, the large slabs of cork bark are processed in M.A. Silva's Raw Material Center located in the heart of the Alentejo forest in Portugal. The state-of-the-art facility, which Todd Graff and assistant winemaker Corey Garner have had the privilege of visiting, is strategically located close to where the cork oak grows in order to minimize logistical impact and carbon footprint during transportation. Both M.A. Silva and Portocork put the raw material through rigorous testing in both their Portuguese and California facilities that ensures their cork is the highest quality and most consistent year after year. Our Frank Family winemaking team also performs our own sensory evaluations and quality control checks at each suppliers' California laboratory prior to shipping.

*"The word natural sums it up when it comes to my preference for cork. Natural cork ensures quality and longevity for our Frank Family wines." - Todd Graff*

Each producer has robust recycling programs. The production process uses recycled and filtered water to boil the cork during the sterilization process. Substances such as chlorine or alcohol are never used. The facilities are designed to reduce waste of water and energy. M.A. Silva's U.S. facility is solar powered, which helped the company earn both the Sonoma Green Business Program and ClimateSmart certifications.

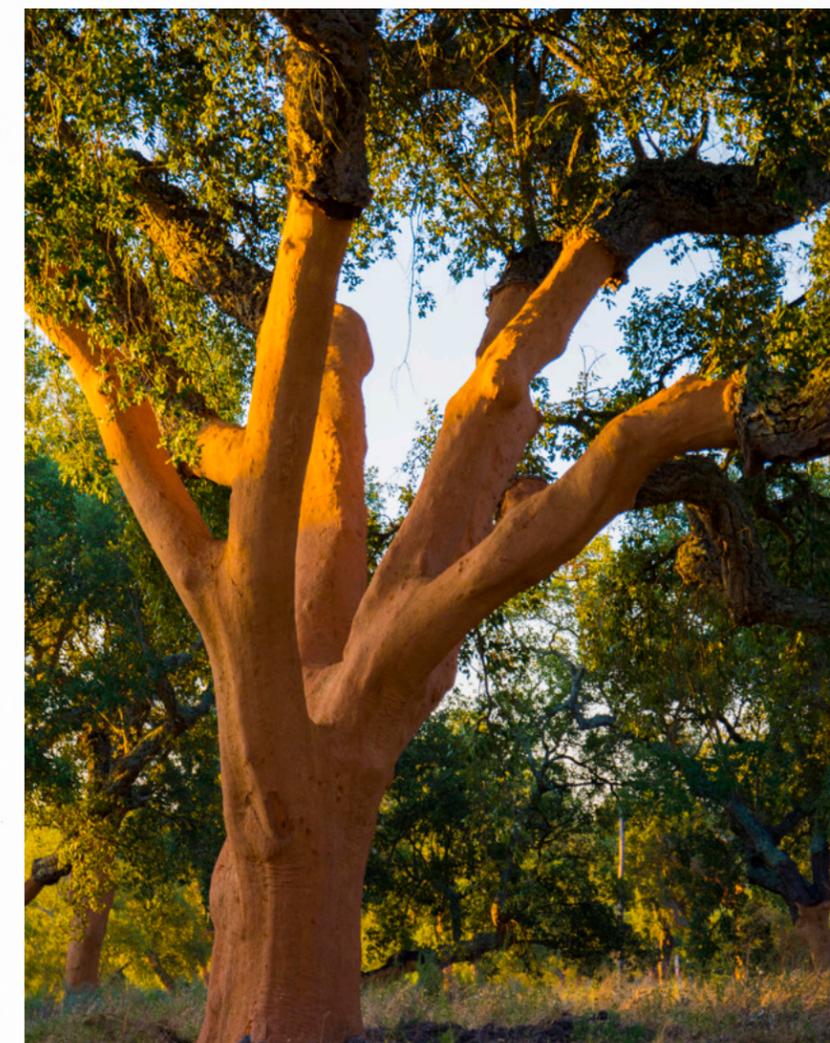
### No Cork Left Behind

No part of the harvested cork wood goes to waste. Finished corks are recycled, sometimes into smaller corks and sometimes into other cork products. The bark and other cork that is deemed unsuitable for wine stoppers are used in the production of other cork products such as flooring and aerospace solutions. Cork dust can even be used to power the machines that are used in the cork production process.

### Why Cork?

There are several choices when it comes to wine bottle closures. However, there is a reason why seven out of every ten wine bottles are closed with a cork stopper and why consumers and connois-

seurs around the world consider the "pop" of the cork an integral part of their drinking experience. When it comes to sustainability, quality and consumer preference, cork comes out on top. At Frank Family Vineyards we only use premium-grade natural corks that are meticulously curated for their technical quality, reliability and beauty—features that only the climate, farming and hand-harvesting practices could create, just like the wine inside.



Previous Page: M.A. Silva harvesting cork by hand; This Page: a harvested cork tree in Portugal



# The Swift Evolution of Frank Family's Virtual Tasting Experience



**A** COUPLE YEARS AGO, the virtual meeting space, Zoom was nearly unheard of...then came coronavirus. As wineries navigated closures for nearly three months, many of us were thrust into the practice of engaging online as a survival strategy during the pandemic. Our winery needed to move in a very different direction from anything we had done before and embark on a new way of connecting with members and guests. Within days of the Covid-19 shelter in place order, Frank Family was one of the first Napa wineries to introduce virtual wine tastings.

Our pivot to address the new market conditions unfolded quickly and the outcome has been overwhelmingly positive. "When I look back on the growth of this program, it's astounding. We definitely were learning as we went, and facing unexpected challenges at every turn," said Director of Hospitality Liam Gearity. There was certainly a steep learning curve, but not before long, our team members became pros at producing high-quality online connections, toggling between cameras, and dazzling our

viewers with our newly acquired tech skills. Indeed, Frank Family has leaned into the times, offering everything from virtual cooking classes and live broadcasted concerts to private and corporate tastings.

*"It has been an absolute privilege for me to be invited into the homes and lives of so many people during this incredibly challenging time. The last few months have given me some of the most cherished and rewarding moments of my career."*  
 —Liam Gearity

Despite distances and computer screens, our Zoom meetings and webinars have nurtured and strengthened deep emotional connections with old and new friends across the country. We have been fortunate to celebrate so many of life's special moments with our viewers, even as the world seemed to stand still. Our hospitality team has been invited to bachelorette

Above: Liam Gearity leading a private virtual tasting



parties among separated friends, witness heartfelt family reunions, and host milestone birthdays and anniversaries. We even watched parents share their love of Frank Family with their grown children and had the privilege to provide those young adults with their very first wine tasting experience.

Even after Frank Family reopened with new safety protocols in June, our virtual experiences, which were originally introduced by necessity, are now here to stay. We recognize how meaningful connecting virtually with friends, family, and colleagues has been for all of us since the shutdown began. Frankly, we didn't know how such small screens could make our world feel more expansive and we plan to continue the conversation online in the months and year to come. We invite you to join us! Visit [www.FrankFamilyVineyards.com/wine/virtual-tastings](http://www.FrankFamilyVineyards.com/wine/virtual-tastings) to register for our upcoming virtual events or to book a private virtual tasting with a member of the Frank Family Hospitality team to connect one-on-one.

This Page: Chef Nash Cognetti demonstrating how to make pizza; Socially Distanced Frank Family hospitality team; Chef Christina Machamer's Instagram-worthy cheese board



## Save the Date: Upcoming Virtual Events

**WINE CLUB EXCLUSIVE:  
A CELEBRATION OF CABERNET**  
 Saturday, November 7  
 2:00pm PDT/ 5:00pm EDT

**THANKSGIVING RECIPES & PAIRINGS  
WITH CHEF CHRISTINA**  
 Saturday, November 21  
 2:00pm PDT/ 5:00pm EDT

**HOLIDAY SEASON PREP LIKE A PRO  
WITH LESLIE FRANK**  
 Saturday, December 5  
 2:00pm PDT/ 5:00pm EDT

**CLICK TO VIEW**  
 Simply hover your smartphone camera over this code (no special app required) to have a glimpse of what Frank Family has been up to online.



# Frank Family in the Community

## Drink Wine, Save Restaurants

**T**HERE IS NO denying that 2020 has been a year of unique challenges. Since March of this year, we have seen the wine industry come together as one to react and adapt to the Covid-19 pandemic. While things certainly do not feel normal for us, we are doing our best to navigate through this tough time and move forward as safely as possible for our winery employees and guests.

However, there is an industry that we work closely with that has not been able to pivot as easily during this time: restaurants. According to the National Restaurant Association, an estimated 3% of restaurants have already been forced to permanently close their doors due to the pandemic and that number could rise as high as 11% by the end of the year. The restaurant industry and the entire food supply chain including farmers, producers, distributors, local communities, and others are in crisis and facing the unknown. We value our relationships with sommeliers, chefs, restaurant purveyors, and all other members of the trade. With a heavy heart, we feel the effect that this pandemic has brought upon all of them and want to do our small but impactful part to help.

Starting November 1, 15% of all online and in-house proceeds from Frank Family's Napa Valley Cabernet Sauvignon will be donated to the James Beard Foundation's Open for Good campaign. Launched earlier this year in response to Covid-19, the Open for Good campaign is aimed at providing critical support and resources to help independent restaurants build the capacity to come back stronger, more equitable, more sustainable, and more resilient.

We are proud to partner with this amazing nonprofit who has been a leader for over 30 years in celebrating community-focused restaurants and pushing their chefs and restaurateurs to use their voices for positive change. Through Open for Good, the James Beard Foundation can continue their work in support of public policies from combatting hunger in America to supporting farmers and protecting American fisheries to promoting fair wage models.

Above all, the Open for Good campaign is providing immediate financial assistance to restaurants forced to close during the pandemic and they have already disbursed over \$4.7 million to recipients around the country since April. The Foundation has created a unique grant program to directly support small, independent restaurants, of which 30% are Black and/or Indigenous American owned businesses.

Our charitable partnership with the James Beard Foundation will be supplemented online and on social media through our growing Frank for a Cause movement. Since Frank Family's first fundraising campaign, benefiting the Breast Cancer Research Foundation in 2018, our winery has donated close to \$100,000 to deserving charities across the nation including Feeding America, Autism Speaks, Collabria Care, and more. We hope you enjoy a bottle of our Napa Valley Cabernet Sauvignon with the ones you love this holiday season, both in person and on social media using **#FrankForACause**. Feel free to join us by posting online throughout November to share the word and show our solidarity for the restaurant community who always keeps us nourished during times of need. Together we can help our beloved neighborhood restaurants stay open for good!

Featured from left to right: Claudia Ramirez, Accounts Receivable Specialist at Frank Family Vineyards; Chris Kollar, Chocolatier at Kollar Chocolates; Edward Martinez, Executive Pastry Chef at Bottega; Carlene Isola, Director of Private Events at Press, Philip Tessier, Executive Chef/Partner at Press; Rudy Arreguin, General Manager at Bottega, Izzy Osorio, Sous Chef at Kollar Chocolates, Adam Rowly, Banquet Chef at Bottega, Liam Gearity, Director of Hospitality at Frank Family Vineyards, Alisah Herrera, Pastry Chef at Bottega; Armando Padilla, Cellar Master at Frank Family Vineyards, Danasabe Mohammed, Server/Manager at Bottega; Rachel Tessier, Pastry Prep Chef at Press; Marcos Garcia, Wine Educator at Frank Family Vineyards; Arthur Coutinho, Chef de Cuisine at Bottega; Mercedes Guzman, Cellar Worker at Frank Family Vineyards



# Employee Spotlight

**Liza Gallia**

NORTHEAST REGIONAL SALES MANAGER

Frank Family wines are distributed in all 50 states, throughout North America, and internationally in Asia, the Caribbean, and Central America. Gaining this global distribution and recognition would not be possible without the hard work and dedication of our sales team. One team member in particular who helps bring our bottles to your favorite restaurants and wine shops from Maine to Virginia is Liza Gallia. Liza, who joined the team in 2016, manages distributors and accounts in 12 states including her home-state, New York.

Getting her start in the industry as a certified Sommelier in New York City and the Hamptons, Liza uses her background in wine service to foster relationships with the accounts in her diverse metropolitan areas, many of which have different demographics, regulations, and trends. The fast-paced North East region never has a dull moment and it keeps her on a constant go. We are proud to have Liza represent Frank Family Vineyards in her own backyard and hope you have the opportunity to meet her at a regional event or wine dinner soon!



**What is your best wine serving tip?**

Invest in some good glassware! It makes a huge difference in the enjoyment of the aromatics and layers of flavor in wine. Many companies make a universal glass which you can use for multiple wine styles. The key is to look for a thin rim.

**What wine are you gifting for the holidays?**

I find that gifting our Blanc de Blancs always makes people happy. Everyone enjoys the tiny bubbles in our vintage Méthode Champenoise.

**What is your favorite Frank Family wine and food pairing?**

Pan seared bay scallops with our Carneros Chardonnay is the best combination. The balance of fruit, French oak, and crisp mouth-watering acidity makes our Chardonnay the perfect match to the rich flavor of the scallops.

**What do you enjoy doing when you're not at work?**

I balance my love of food and wine with a passion for fitness. I enjoy group fitness classes, mountain biking, and hiking with my husband and two dogs.

**Salvador Lopez**

WINE EDUCATOR

At Frank Family Vineyards, our tasting room staff is part of our extended family, who will make you feel like a member too. They are always happy to pour tastes of our small-production bottles or a library wine from the cellar for an old or new friend (you'll instantly be one). One Wine Educator in particular who truly puts an emphasis on you, wine, and fun is Salvador "Sal" Lopez. A Napa Valley native, Sal grew up with ties to the wine industry, watching his father provide for the family as a dedicated vineyard worker. Sal always knew the wine industry was his calling in life too but was unsure where exactly his path in wine would lead him. Turns out, when you're surrounded by the finest wine country hospitality your whole life, those traits tend to rub off on you. Sal joined the Frank Family hospitality team in 2017 and has been sharing his passion for wine and love of service with our guests ever since. You'll be well taken care of in Sal's hands!



**How do you like to turn an average wine tasting into a special experience for your guests?**

I believe it all starts by treating guests the way they want to be treated, not the way I want to be treated! I feel that every group of guests has a different dynamic and as a host you have to adapt to every group's needs to ensure they have a fantastic experience.

**What is your favorite Frank Family wine and food pairing?**

My favorite wine and food pairing is our Chiles Valley Zinfandel with BBQ ribs, smoked brisket or anything with grill marks! The ripe dark fruit and spicy notes in Zinfandel make it a perfect pairing for BBQ.

**What do you like to do when you're not at work?**

Many people know that I'm a new dad, so when I'm not at work I enjoy spending time with my baby boy and wife. I was lucky enough to be home with them for over two months during the shutdown. During this time, I also took up cooking as a hobby.

**What is your best wine serving tip?**

Always drink your best bottle of wine first!

## We Shared, You Liked

Here are your favorite social media posts so far this year.



**FRANK FAMILY REOPENING MUSIC VIDEO | NEIL DIAMOND "SWEET CAROLINE" PARODY**

Things have changed around here, but our love for wine and hospitality hasn't. See how Frank Family is keeping you safe during your visit with us in our very first music video, inspired by Neil Diamond's Sweet Caroline. Grab a glass and sing along!



**SUMMERTIME GRILLING RECIPES & PAIRINGS**

Summertime, and the grilling is easy! In July, we turned up the heat at Winston Hill for our Summertime Grilling Virtual Event. Chef Christina Machamer shared her perfect outdoor menu - watermelon & feta salad, the ultimate summer burger, and grilled peach sundaes - paired with some of Frank Family's most refreshing, food-friendly, and delicious wines. Is your mouth watering yet? Good! The recorded event is now available on our YouTube channel so you can revisit our team's grilling and pairing tips any time. Chef's recipes are also available on our blog so you can try these pairings at home! Visit [www.FrankFamilyVineyards.com/Blog/virtual-event-summertime-grilling](http://www.FrankFamilyVineyards.com/Blog/virtual-event-summertime-grilling).



**STAY HOME WITH FRANK PHOTO CONTEST**

Congratulations to Katherine Rosser for winning our #StayHomeWithFrank photo contest in March! We were so impressed with ALL the entries and thank everyone who participated in the fun! Follow us on Instagram for news of our next photo contest and prizes.

**NAPA NEIGHBORS VIRTUAL TASTING**

In May, Rich and Leslie Frank were joined by Master Sommelier, Andrea Robinson and fellow vintners and friends, Chappellet Vineyards and Regusci Winery for an interactive virtual tasting. It was an amazing afternoon of wine, storytelling, and camaraderie among three Napa Valley greats. We can't thank everyone enough for tuning in to be part of it. Many of you have been asking if we will keep our virtual tasting series going, and the answer is YES. More virtual tastings and events will be announced each month. Turn to page 20 to learn more.



**WHAT'S IN BLOOM AT BENJAMIN GARDEN: SUMMER 2020**

Our family-owned Benjamin Vineyard in Rutherford is home to more than just amazing grapes! We have dedicated space to an organic garden that is in bloom 365 days a year, always providing the fruit, vegetables, and herbs that inspire many of the food and wine pairings we have come to love. Visit the following link to see what was in bloom this past summer and to learn more about Frank Family's sustainable gardening practices. [www.FrankFamilyVineyards.com/Blog/benjamin-garden-in-bloom-summer-2020](http://www.FrankFamilyVineyards.com/Blog/benjamin-garden-in-bloom-summer-2020).

Follow us @frankfamilyvineyards



# Frank Family 2020 Holiday Gift Guide

ENJOY A SNEAK peek of Frank Family's 2020 Holiday Gift Collection and be sure to check your emails for special offers as the holidays draw near. Shop our pre-packaged and ready-for-gifting selections online at:

[www.FrankFamilyVineyards.com/wine/holiday-gift-collection](http://www.FrankFamilyVineyards.com/wine/holiday-gift-collection)

Or call the winery to create a gift set of your own. Contact us at 707-942-0859 daily from 9:00am to 5:00pm PST. Please leave a message after hours and we will get back to you. Be sure to join our mailing list to enjoy exclusive online offers throughout the holiday season!



## Holiday Delivery Deadlines

To ensure holiday delivery, please order by noon Pacific on the following dates.

### Thanksgiving

Monday, November 9 - Ground Shipping

Tuesday, November 17 - 2-Day Shipping

### Christmas

Monday, December 7 - Ground Shipping

Monday, December 14 - 2-Day Shipping

### New Year's Eve

Monday, December 14 - Ground Shipping

Tuesday, December 16 - 2-Day Shipping



**I. Wine Dogs California Book, \$40**

**II. Napa Valley Classic Collection, \$134**

- 2018 Carneros Chardonnay
- 2018 Carneros Pinot Noir
- 2016 Napa Valley Cabernet Sauvignon

**III. Single Bottle or Magnum Gift Box**

**FEATURED WINES:**

- 2016 Patriarch 1.5L, \$500
- 2016 Owner's Blend 1.5L, \$400
- 2016 Winston Hill 1.5L, \$350
- 2017 RHF Cabernet Sauvignon 1.5L, \$240
- 2014 Rutherford Reserve Cabernet Sauvignon 1.5L, \$240

**IV. Handcrafted Engraved Saber, \$150**

**V. Embroidered Cable Knit Throw Blanket, \$85**

- Available Colors: Champagne and Black

**VI. Embroidered Baseball Cap, \$20**

- Available Colors: Steel Blue, Maroon, Black, and Multi-toned Gray

**VII. Embroidered Vest, \$95**

- Available Colors: Black and Gray

**VIII. Ultimate Cabernet Collection, \$470**

- 2016 Patriarch
- 2016 Winston Hill
- 2017 RHF Cabernet Sauvignon



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THANK YOU FOR READING. WE ENCOURAGE YOU TO RECYCLE THIS MAGAZINE