

Charles Krug
PETER MONDAVI FAMILY

Charles Krug Winery
2014 Press Kit



ABOUT C. MONDAVI & FAMILY

Established in the 1940s by Italian immigrants Cesare and Rosa Mondavi, C. Mondavi & Family remains a family-owned business, which has thrived for generations to produce fine wines for a variety of occasions and consumers. Built on a foundation of family values, hard work and European winemaking traditions, the winery offers a portfolio of wines for special occasions and everyday gatherings of family and friends.

Day to day operations are handled by co-Proprietors Marc Mondavi and Peter Mondavi Jr., both sons of legendary Napa Valley wine icon Peter Mondavi Sr. who serves as the company's President and CEO. The family is now proudly welcoming members of the fourth generation to the business, continuing a legacy begun 70 years ago and setting a foundation for generations to come.

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Charles Krug

PETER MONDAVI FAMILY

FACT SHEET

Founded: Prussian immigrant Charles Krug established the winery in the Napa Valley in 1861.

Winery Focus: Spanning back 70 years and four generations, the Peter Mondavi Sr. family today oversees the Charles Krug Winery. Currently three generations of the family work in the winery and concentrate on producing the finest handcrafted Bordeaux varietals from various Napa Valley sub-appellations.

Ownership:

- 1861 – 1894 - Charles Krug
- 1894 – 1943 - James Moffitt
- 1943 – present - The Peter Mondavi Sr. Family

Current Leadership:

- Peter Mondavi Sr. - President and CEO
- Marc Mondavi - Co-Proprietor
- Peter Mondavi Jr. - Co-Proprietor

Location: The Charles Krug Winery address is 2800 Main Street on Highway 29 in St. Helena, California. The winery, located in the heart of the Napa Valley, is directly across Highway 29 from the Culinary Institute of America at Greystone, formerly the Christian Brothers Winery.

Vineyards: The Peter Mondavi Sr. family owns and farms 850 acres of prime Napa Valley vineyard land. Estate vineyards are located in the St. Helena, Howell Mountain, Yountville and Carneros sub-appellations.

Production: 80,000 cases

Wines:

- **Napa Valley Wines:** St. Helena Sauvignon Blanc, Carneros Chardonnay, Carneros Pinot Noir, Napa Valley Merlot, Yountville Cabernet Sauvignon
- **Family Reserve Napa Valley Wines:** Family Reserve Generations, an Estate Bottled Bordeaux-style Red Blend, Vintage Selection Estate Bottled Cabernet Sauvignon
- **Limited Release Napa Valley Wines:** Charles Krug Estate Vineyard Sauvignon Blanc, Dr. Galante Pinot Noir, Howell Mountain Cold Springs Vineyard Cabernet Sauvignon, X Clones Estate Bottled Cabernet Sauvignon, St. Helena Zinfandel, Zinfandel Port

Vineyard Improvement Program: In 1999, the family undertook a massive replanting project that focused on Bordeaux varietals. This project also included a new barrel program and capital improvements to the winery. By the program completion in 2008, the \$16.1 million project resulted in 74% of the planting to red Bordeaux varietals of new clonal selections based on extensive family research.

Historic Restoration and Renovation: A two-phase project began in 2007:

- A \$9.5 million seismic retrofit and restoration began in May 2007 and completed in September 2008. This included the seismic retrofit, restoration and beautification of the Carriage House and the creation of the family reserve barrel room in the Redwood Cellar building. The Carriage House now serves as an exquisite events venue with a total capacity of 500. It is located adjacent to the Great Lawn, an event space that can accommodate over 1,000 people.
- In 2012, the family began a historic renovation of a portion of the Redwood Cellar, the winery building built by Charles Krug in 1872. The renovated space accommodated the relocation of the tasting facilities and visitor center. Spearheaded by famed architect Howard Backen of Backen, Gillam & Kroeger, the project was completed in time to celebrate Peter Mondavi Sr.'s 99th birthday in the fall of 2013.

Website: www.charleskrug.com

Facebook: www.facebook.com/CharlesKrugWinery

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TIMELINE

- 1858:** Charles Krug introduced the cider press as a more efficient method of winemaking
- 1860:** Charles Krug married Carolina Bale. The couple received a dowry of 540 acres of land immediately north of St. Helena
- 1861:** Charles Krug established his eponymous winery in the Napa Valley
- 1868:** Charles Krug started planting European varieties
- 1872:** Charles Krug formed the Napa and Sonoma Wine Company with other producers to improve the quality of wine shipped to the East Coast
- 1875:** Charles Krug co-founded and was President the St. Helena Viticultural Club
- 1880:** Charles Krug was the founding member, Treasurer and Napa District Representative to the Board of State Viticultural Commissioners, advocating vertical wire trellising and unconventional 3.5' x 14' vine spacing
- 1892:** Charles Krug passes away
- 1906:** Cesare Mondavi, future owner of Charles Krug Winery, emigrates from Italy to the United States
- 1908:** Cesare Mondavi returns to Italy to marry Rosa Grassi in Sassoferato, Italy and they return to the United States in December the same year
- 1943:** Cesare and Rosa Mondavi purchased Charles Krug Winery in the Napa Valley
- 1946: Peter Mondavi, Sr. return from the war and continues his** research in the use of cold sterile filtration for off-dry white wines and cold fermentation that he pioneered during his studies at the University of California, Berkeley
- 1947:** Brothers Robert Mondavi and Peter Mondavi Sr. were among the founding members of the Napa Valley Technical Group, formed to share knowledge and information with vintner members.

TIMELINE (Page 2)

- 1949:** At Charles Krug Winery, the Family produced California's first consumer wine newsletter, *Bottles & Bins*
- 1951:** The Family introduced *Tastings on the Lawn* in 1951, an annual end of summer event with wine, food and music on the Great Lawn
- 1956:** Charles Krug Winery declared California State Park Historic Landmark
- 1958:** Glass-lined tanks for sterile storage of wine are installed at Charles Krug Winery
- 1959:** Upon the death of her husband, Cesare, Rosa Mondavi becomes President of Charles Krug Winery
- 1963:** Peter Mondavi promoted the introduction of French oak barrels to Napa Valley
- 1965:** Robert Mondavi leaves Charles Krug Winery to start his own eponymous winery in Oakville the following year.
- 1974:** Charles Krug Winery listed on the National Register of Historic Places
- 1976:** Upon the death of his mother, Rosa, Peter Mondavi Sr. becomes President of Charles Krug Winery
- 1988:** Peter Mondavi Sr. participates in the Wine Spectator California Wine Men Oral History Series in cooperation with the Bancroft Library at the University of California, Berkeley
- 1995:** Peter Mondavi Sr. was honored by the Napa Valley Vintners Association as one of 12 *Living Legends of the Napa Valley*
- 1999:** The Peter Mondavi Sr. family undertakes a massive replanting project to focus more on red Bordeaux varietals. Peter Mondavi Jr. oversees strategic redirection to Bordeaux varietals
- 2007:** Charles Krug is posthumously inducted into the Culinary Institute of America's Vintners Hall of Fame for his contributions to the early development of the wine industry
- 2008:** \$25.6 million-dollar vineyard improvement program completed, resulting in 74% of family-owned vineyards planted to red Bordeaux varietals
- 2009:** Peter Mondavi Sr. receives the Lifetime Achievement Award from the California State Fair
- 2009:** The Peter Mondavi Sr. family is awarded the California Preservation Foundation Preservation Design Award for the restoration of the Charles Krug Winery Redwood Cellar and Carriage House

TIMELINE (Page 3)

2009: The Peter Mondavi Sr. family is awarded the Napa County Landmark Award of Merit for the restoration of the Charles Krug Winery Redwood Cellar and Carriage House

2010: Governor's Historic Preservation Award for the restoration and seismic retrofit of the Redwood Cellar and Carriage House

2012: Peter Mondavi Sr. is inducted into the Culinary Institute of America's Vintners Hall of Fame for his watershed contribution to the wine industry with his work on cold fermentation and sterile filtration

2013: Begun in 2012, famed architect Howard Backen completed the historic renovation of the Redwood Cellar (the winery building constructed by Charles Krug in 1872). The new Hospitality Center opened in November, 2013.

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PETER MONDAVI FAMILY

BIOGRAPHIES

Peter Mondavi Sr.



Peter Mondavi Sr. is president, CEO and lead ambassador for C. Mondavi & Family and the Charles Krug Winery. Many honors have been bestowed upon him throughout his distinguished career. In 1995, the Napa Valley Vintners Association named Peter one of the twelve Living Legends in Napa Valley wine history. In 2009 he received the Lifetime Achievement Award for Napa Valley vintners from the California State Fair. In 2011, Governor Jerry Brown honored him along with the legacy of the Charles Krug Winery with a proclamation for his contributions to the wine industry. Congress honored him and the winery on his 97th birthday by making his contributions part of the Congressional Record. In 2012, Peter Mondavi Sr. was inducted into the Culinary Institute of America's Vintners Hall of Fame for his watershed contribution to the wine industry with his work on cold fermentation and sterile filtration.

Cesare and Rosa Mondavi, Peter's parents, immigrated to the United States in 1908. Peter was born in the town of Virginia, Minnesota. In the early 1920's the family moved to Lodi, California, where his father operated an ambitious wine grape-shipment firm, purchasing and shipping California wine grapes to fellow Italian immigrants in Minnesota and elsewhere in the Northeast. There, he and his older brother Robert spent summers assembling lug boxes for shipping wine grapes. They helped their father make a little table wine for the family's consumption, which he remembers tasting from about the age of eight; it was cut with water as was the custom with Italian families.

Peter Mondavi studied economics, earning his degree at Stanford University in 1938. Winemaking was never far from his mind; during his tenure at Stanford, he did oenology research at the University of California at Berkeley. There, he learned about the importance of cold fermentation for white and rosé wines. Under the tutelage of the highly respected Dr. William V. Cruess, he conducted revolutionary research on cold fermentation, enabling the production of exceptionally crisp, fruity white wines that became the industry standard. "Most of the wines at that time were made at higher temperatures, where they would lose their fruit character through oxidation," he explains.

The family's formal and solidifying entrance into the wine business began in 1943, when Cesare and Rosa Mondavi purchased the Charles Krug Winery. Peter returned home from the Army in 1946, after serving during World War II, to work in the family's new business where he pioneered new approaches to wine production, including the cold fermentation techniques he researched at U.C. Berkeley. He and his family undertook an extensive program to develop quality vineyards, enhance winemaking techniques and increase marketing efforts.

In 1959, upon the death of her husband, Rosa became president of the Charles Krug Winery and, along with her sons Robert and Peter, operated the winery until 1965, when Robert moved a few miles south to Oakville to set up his own winery a year later. Peter was later named president of the Charles Krug Winery.

In 1963 he introduced French oak barrels to Napa Valley for aging wines, citing their superior quality to the American oak popular at that time. He also introduced the use of glass-lined tanks to gain more control over the winemaking process.

Through 70 years at Charles Krug, Peter Mondavi has been involved in every aspect of the winery's operations. His favorite place has always been and continues to be, in the laboratory, tasting and evaluating wine.

Over the last 15 years, Peter Mondavi was a stalwart in supporting extensive replanting of the Charles Krug vineyards and renovating the two historic buildings on the property. The family invested \$30 million to replant many of the older vines with Bordeaux grapes that thrive best in the Napa Valley and to complete renovations of the Redwood Cellar (1872) and Carriage House (1881). Now all 850 acres of the family's Napa Valley vineyard estates are proudly farmed with sustainable agricultural methods.

Peter Mondavi at 99 years young is determined to keep the Charles Krug Winery in the family. His two sons, Marc and Peter Jr., work side by side with their father. "I am president and CEO but now I have my sons do most of the work," says Mr. Mondavi. In addition, members of the fourth generation are entering the family business, further ensuring that the winery remains a family owned entity.

Peter Mondavi Sr. resides at the winery in St. Helena.

Peter Mondavi Jr.



Peter Mondavi Jr. is the second son of Peter and Blanche Mondavi and grandson of Cesare and Rosa Mondavi, the Napa Valley pioneers who purchased the historic Charles Krug Winery in 1943. As co-proprietor with his brother Marc, he works closely with their father, Peter Sr., on issues of strategic importance, including stewardship of the family legacy.

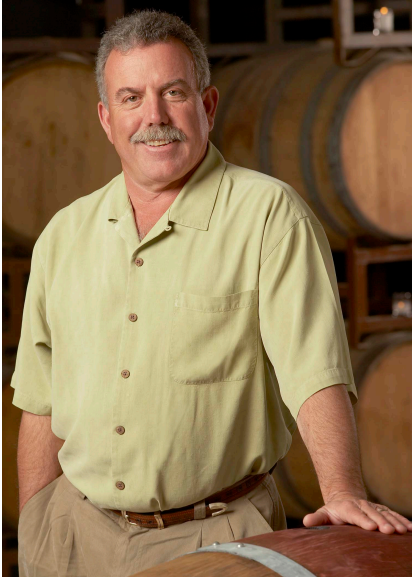
Peter, born in 1958, was raised on the winery property. “I was born and raised around grapes, wine and food. It has always been part of my being,” says Peter. His education began at the winery, at a very young age, where he and Marc sanded fermenting tanks, unpacked glasses, worked in the winery’s laboratory and drove tractors through the vineyards.

He may have started his education at the winery, but following in his father's footsteps, he attended Stanford University, earning a BS in mechanical engineering and an MS in engineering management, followed by an MBA a decade later. His engineering background has proved a valuable asset to the winery as he has directed a number of key design projects, including the development of a state-of-the-art winemaking facility. His business education has also greatly contributed to the development and execution of the company's long-term strategic plan.

Peter now leads the vision for the historic Charles Krug wines. Part of the vision, and one that he believes only a family-owned and operated business with a very long term view can make, is the almost \$30 million investment made to replant significant portions of nine Napa Valley vineyard estates and to complete renovations of the historical Redwood Cellar (1872) and Carriage House (1881). These investments now position the Charles Krug Winery as one of Napa Valley's premier estates, centering on the family's tradition of innovation, integrity and quality. As Peter says, “Between Dad, Marc and me, we have been making wine from grapes grown on these vineyards for many decades. There’s a love and passion here that I believe you can taste in our wines.”

Peter is also a member of numerous wine and food related organizations, including the Wine and Food Society of San Francisco, Chaine des Rotisseurs and the American Society for Enology and Viticulture. A prolific fundraiser, in 2014, Peter will embark on his twelfth year of partnership with Morton’s-The Steakhouse to raise funds for the Make-A-Wish Foundation. Peter is a former board member of the Napa Valley Vintners Association, Stanford Business School Alumni Association, Yountville Appellation Association, Bottlenotes Advisory Board and Family Winemakers of California. He keeps his academic ties alive through lectures at Stanford’s Law School and School of Engineering as well as U.C. Davis. He lives in Napa Valley with his wife Katie Williams-Mondavi and their two children.

Marc Mondavi



Marc Mondavi is the eldest son of Peter and Blanche Mondavi and grandson of Cesare and Rosa Mondavi, the Napa Valley pioneers who purchased the historic Charles Krug Winery in 1943. As co-proprietor with his brother Peter Jr., he works closely with their father, Peter Sr. on issues of strategic importance, including stewardship of all the winery's brands.

Marc was born in 1954 and raised on the winery property. He caught the family winemaking bug early in life, holding his first official winery position at age 10. For Marc, growing up on the Charles Krug property meant summers running around the winery, climbing in empty tanks, packing gift boxes and working in the vineyards. But it wasn't until he became a teenager and started tasting wines with his father that Marc knew he was destined for the family wine business.

Marc studied viticulture and enology at the University of California, Davis, and marketing at California State University, Sacramento. He returned to the winery in 1978 after his studies, at which time he immersed himself in every aspect of winery operations.

He worked with his father to further his knowledge of winemaking, and applied the expertise he had acquired at U.C. Davis to the winery's numerous vineyard holdings. During the mid-70s, Marc experimented with canopy management in the vineyards, which greatly improved the quality of the fruit and reduced losses from mildew while facilitating grape ripening.

Marc continues to spend much of his time in the vineyards, where he works with his brother Peter Jr. to oversee the family's investment in their 850 acres of Napa Valley vineyard land with primarily Bordeaux varietals. "What we are seeking with the replanting are more complex flavors and aromatics," he said. "Most of the vineyards that were replanted are in excess of 30 years old and the new grape varieties are selectively tailored to the different soil profiles."

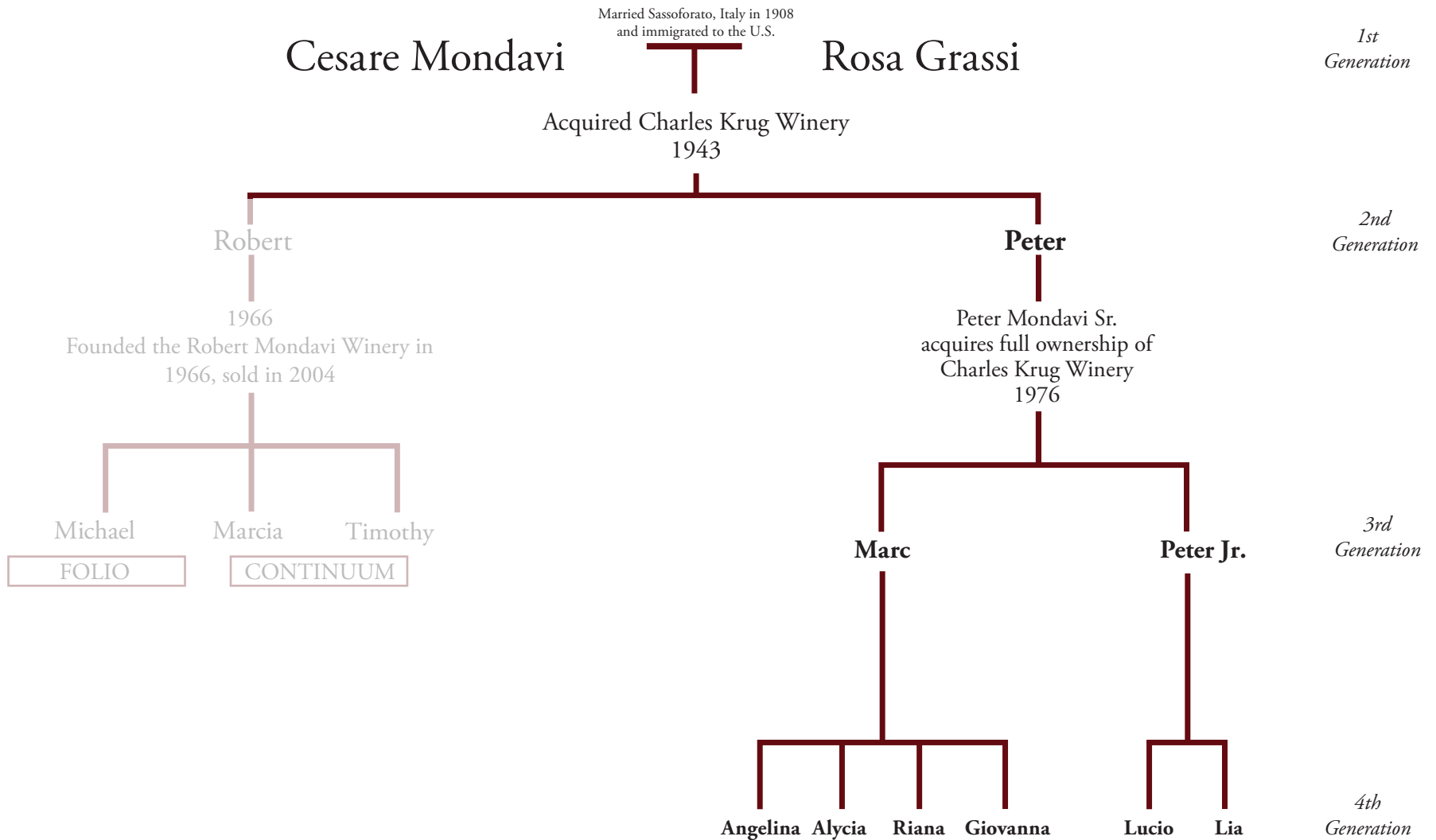
On the subject of estate vineyard ownership, Marc states: "Family ownership gives us a different perspective on the winery. Owning our own vineyards in some of the best sub-appellations of the Napa Valley gives us an incredible array of flavor profiles and we love the fact that we are in control of the process from grape to bottle."

Marc takes that philosophy on the road where his busy travel schedule combines winemaker dinner and sales meetings with the distributor network and trade around the country. "Key to the continued development of our brands is an understanding of how to leverage our goals and expectations compared with the mega-companies and keep the attention of the distributors."

He is a trustee and past secretary of the California Winery Workers' Pension Plan, a \$300 million-plus pension fund, where he oversees investments. He also serves as Vice President of the Boone & Crockett Club, the oldest conservation group in America, started by Teddy Roosevelt in 1887. He is a member of The Wine and Food Society of San Francisco and attends The Chaîne des Rôtisseurs. He has served on the boards of the Wine Institute, the California Wine Commission, as past president of the Winery Employers Association and logistics chairman for the Napa Valley Wine Auction in 1988 and 1989.

Marc lives on Howell Mountain with his wife, Janice. They have four daughters, Angelina, who holds a MS in oenology from the University of Adelaide's Waite Campus in South Australia, and currently is assistant winemaker at Hundred Acre Winery. Riana is currently the regional sales manager for the Pacific Northwest for C. Mondavi & Family. Alycia is area sales manager in Northern California for Napa, Sonoma and Solano Counties for C. Mondavi & Family. Giovanna attends Northeastern University School of Business.

The Peter Mondavi Sr. Family



Charles Krug – Man of Achievements

*The history of a truly amazing man – Visionary, Revolutionary, Entrepreneur
(1825 – 1892)*

1847 Teacher:

Moves to America from his German homeland and becomes a teacher at the Philadelphia School of Free-Thinkers, based on a 19th century intellectual movement

1848 Revolutionary:

Returns to Europe and joins the “March Revolution,” led by intellectuals demanding German national unity, freedom of the press, and freedom of assembly. He is sentenced to nine months in prison; upon his release, he is forced into political exile

1852 Editor:

Returned to the U.S. to assume editorship of the first German language newspaper on the West Coast, *Staats Zeitung*

1856 U.S. Treasury Employee:

Employed at the San Francisco Mint where gold was refined

1858 Inventor:

Introduced the use of a cider press for wine making; the press remains on display at the Charles Krug Winery to this day

1861 Entrepreneur:

Founded the eponymous Charles Krug Winery
- the FIRST commercial winery in the Napa Valley

1880 Viticulturist Commission Founding Father:

Representing the Napa district for 10 years and as Treasurer of the Board of State Viticultural Commission, Charles Krug was instrumental in helping develop California as a wine-growing region



“The producer must be induced to make and sell no more inferior wine, such as made from mission and malvoisie. Nothing ruins the prices and reputation of good California wines more than the sale of inferior wines at low prices.”

Speech given before the Board of State Viticultural Commission