BOISSET AMBASSADOR RETREAT

REIMAGINE

2023

NAPA VALLEY
CABERNET SAUVIGNON
EXPERIENCE

STEPHANIE PUTNAM
VICE PRESIDENT – NAPA VALLEY WINEMAKING

MARNIE OLD
BOISSET SOMMELIER

BOISSET AMBASSADOR RETREAT

REIMAGINE

LEADERSHIP SUMMIT 2023

STEPHANIE PUTNAM IS THE TALENTED MIND BEHIND RAYMOND'S **INCREDIBLE CABERNET SAUVIGNONS**

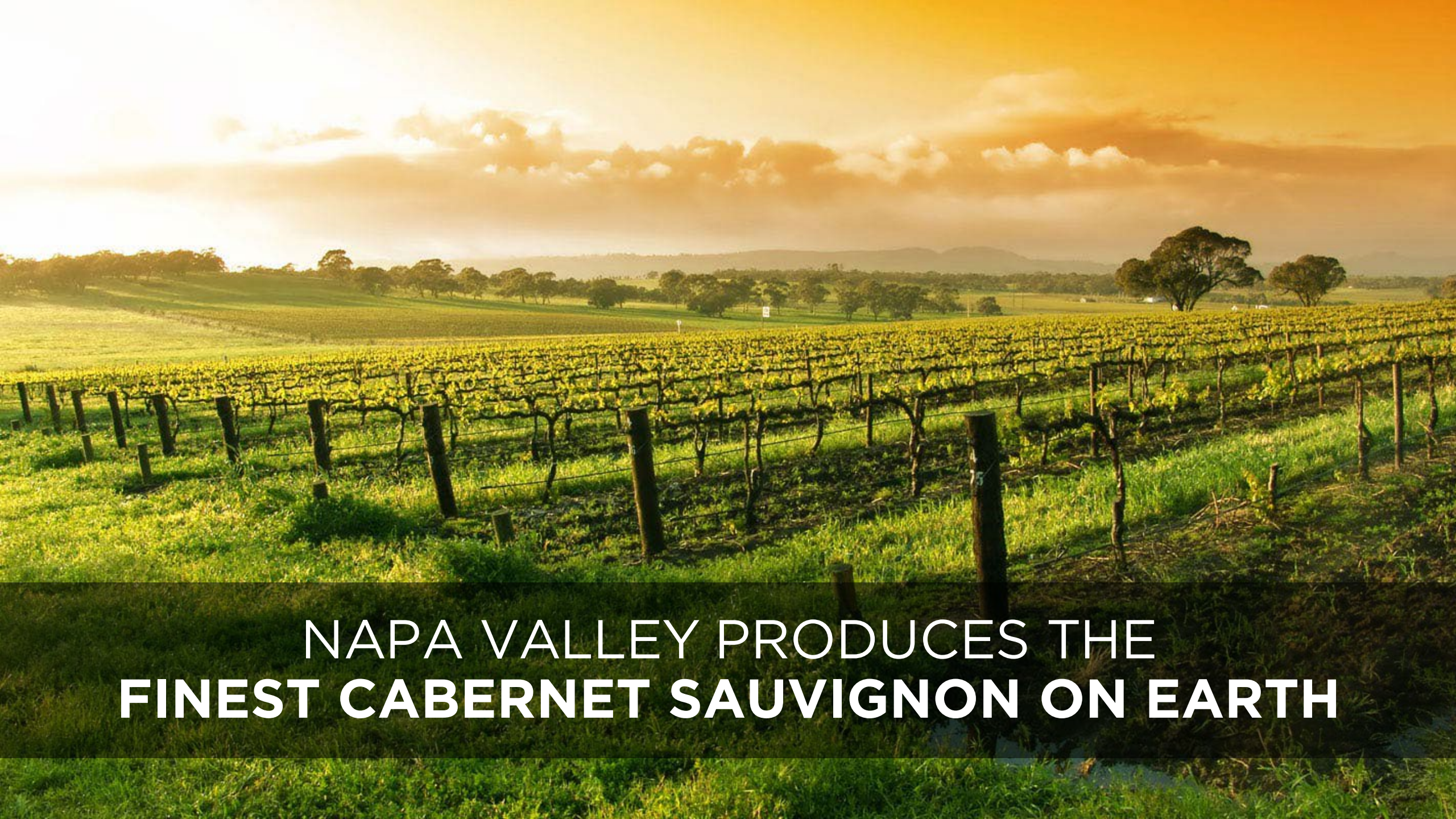
CABERNET SAUVIGNON

AND EVERY CABERNET SAUVIGNON

WE MAKE FROM NAPA VALLEY GRAPES

JCB
by Jean-Charles Boisset
N°1
JCB
by Jean-Charles Boisset
N°10
JCB
by Jean-Charles Boisset
Φ

NAPA VALLEY IS THIS COUNTRY'S
PREMIER FINE WINE DESTINATION


NAPA VALLEY PRODUCES THE
FINEST CABERNET SAUVIGNON ON EARTH

A GRAPE THAT PRODUCES MANY OF OUR
MOST SOUGHT AFTER WINES

MANY OF OUR TOP-SELLING REDS ARE

VARIETALLY-LABELLED CABERNET SAUVIGNONS

BOISSET Collection

WHILE MANY OF OUR RED BLENDS

CONTAIN MORE THAN 50%

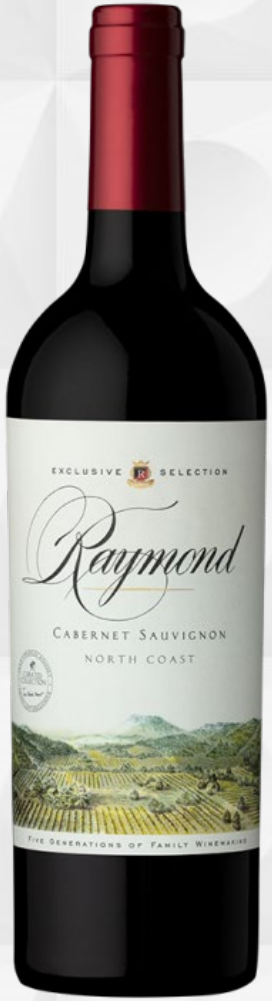
CABERNET SAUVIGNON

BOISSET
Collection

BOISSET AMBASSADOR RETREAT

REIMAGINE

$30



$78

$95

$175

BOISSET AMBASSADOR RETREAT

REIMAGINE

$20,000

$120,000

BOISSET AMBASSADOR RETREAT

REIMAGINE

$50

$795

BOISSET AMBASSADOR RETREAT

REIMAGINE

$50

$695

BOISSET AMBASSADOR RETREAT

REIMAGINE

IN WINE, THE DIFFERENCE IS **HARDER TO SEE WITH THE EYE,** BUT BASED ON THE SAME PRINCIPLES

- RAW MATERIALS OF HIGHER QUALITY

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- SLOWER & MORE LABORIOUS TO MAKE

IN WINE, THE DIFFERENCE IS **HARDER TO SEE WITH THE EYE,** BUT BASED ON THE SAME PRINCIPLES

- RAW MATERIALS OF HIGHER QUALITY
- MORE CRAFTSMANSHIP & SKILL REQUIRED
- SLOWER & MORE LABORIOUS TO MAKE
- MORE LIMITED AVAILABILITY

$30 $78 $95 $175

RARE CHANCE TO TASTE THE DIFFERENCE

BETWEEN WINES AT DIFFERENT PRICE POINTS

RAYMOND ‘EXCLUSIVE SELECTION’ 2020

North Coast, California
$30 Retail / $24 Member

- North Coast appellation covers most of Napa, Sonoma, Mendocino & Lake Counties
- This wine sourced almost entirely from vineyards in the Red Hills subdistrict of Lake County
- Sourcing outside of prestige districts lowers fruit cost dramatically

PRODUCED AT **RAYMOND VINEYARDS** IN THE HEART OF **NAPA VALLEY**

HOWEVER, THE MAJORITY OF THE GRAPES
WERE GROWN IN NEIGHBORING LAKE COUNTY

NORTH COAST AVA

ENCOMPASSES THOSE **COASTAL WINE REGIONS** OF CALIFORNIA WHICH ARE **LOCATED NORTH OF SAN FRANCISCO**

NORTH COAST AVA

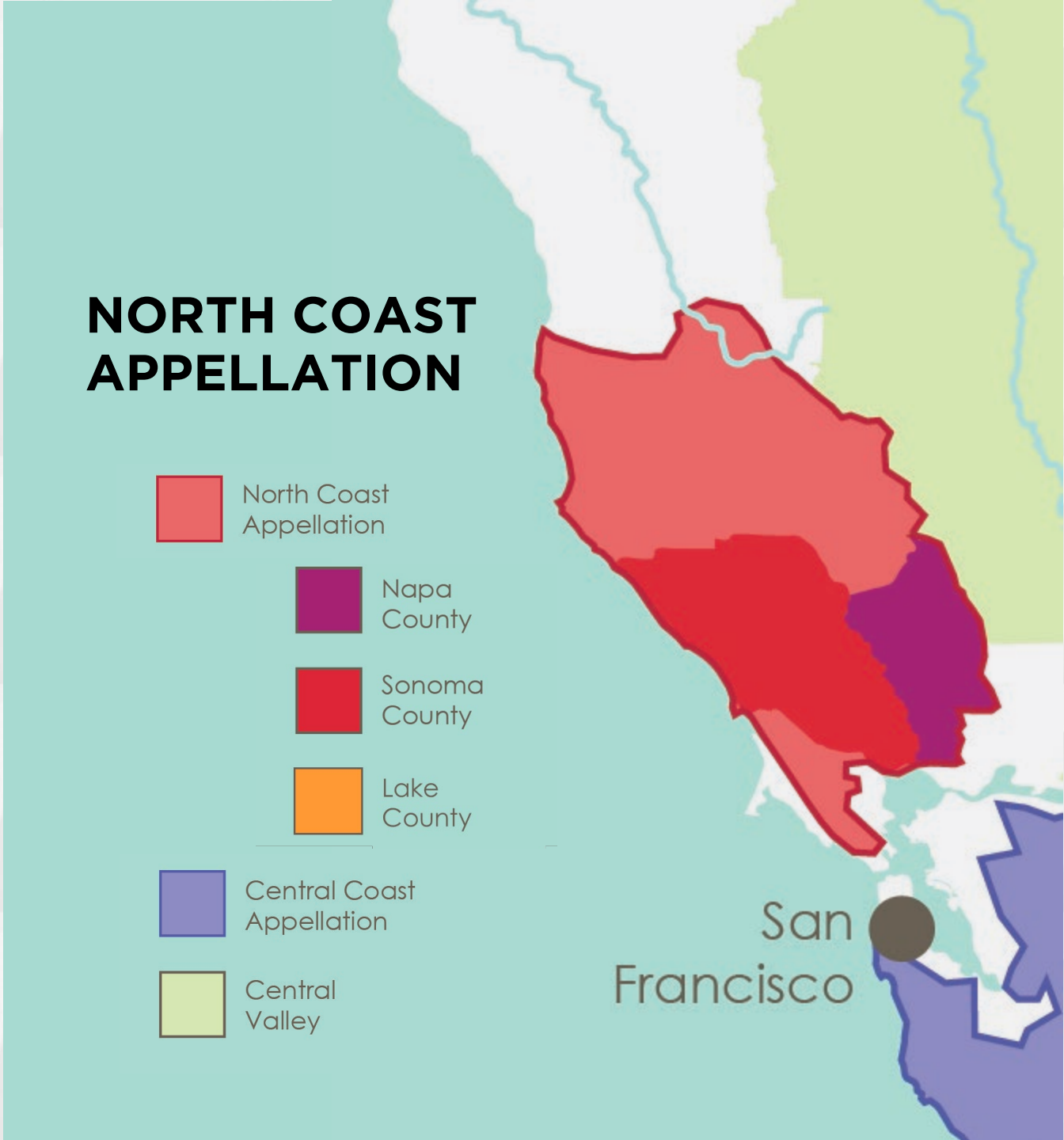
INCLUDES ALL OF
NAPA VALLEY,
SONOMA COUNTY &
LAKE COUNTY
PLUS PARTS OF
MENDOCINO &
MARIN COUNTIES

LAKE COUNTY GRAPES
ADDS FRUIT & "LIFT"

SONOMA GRAPES
ADD ACIDITY & TANNIN

MENDOCINO ADDS
MAINLY ACIDITY

NAPA VALLEY GRAPES
HAVE IT ALL!



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RAYMOND ‘SIGNATURE COLLECTION’ 2020

Napa Valley, California
$78 Retail / $62.40 Member

- 100% Napa Valley fruit,
- This wine sourced mostly from our own estate vineyards in the St. Helena & Rutherford subregions
- Hand-picked from 7 vineyard sources – all within Napa Valley, which increases fruit cost dramatically

DIFFERENCE IN COST OF WINE GRAPES

NAPA VALLEY: $9,000 PER TON

LAKE COUNTY: $2,200 PER TON

DIFFERENCE IN COST OF WINE GRAPES

NAPA VALLEY: $9,000 PER TON

LAKE COUNTY: $2,200 PER TON

1 TON GRAPES = 800 BOTTLES

ROUGHLY 2.5 LBS FRUIT PER BOTTLE

DIFFERENCE IN COST OF WINE GRAPES

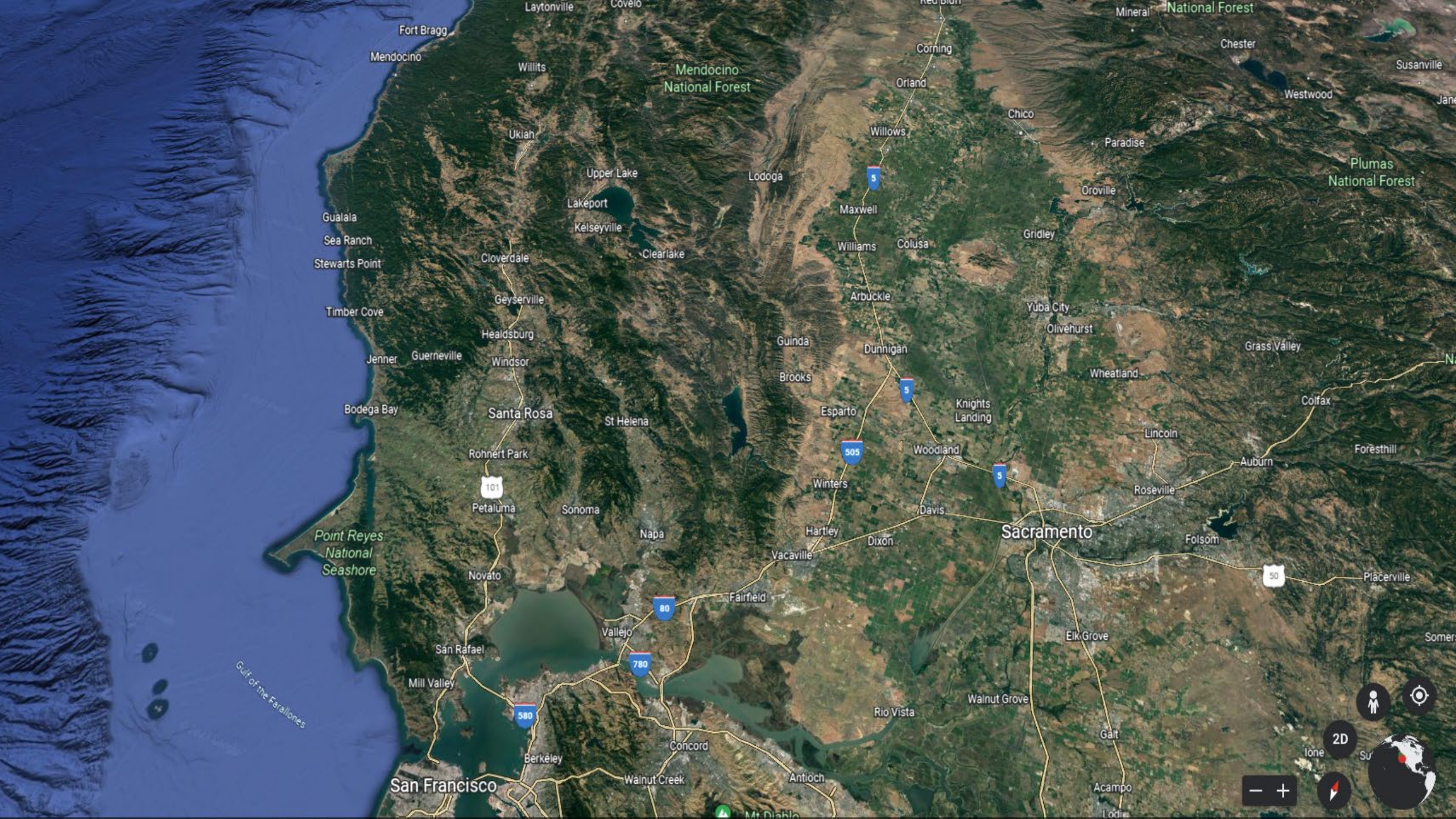
NAPA VALLEY: $11.25 PER BOTTLE FOR FRUIT ALONE

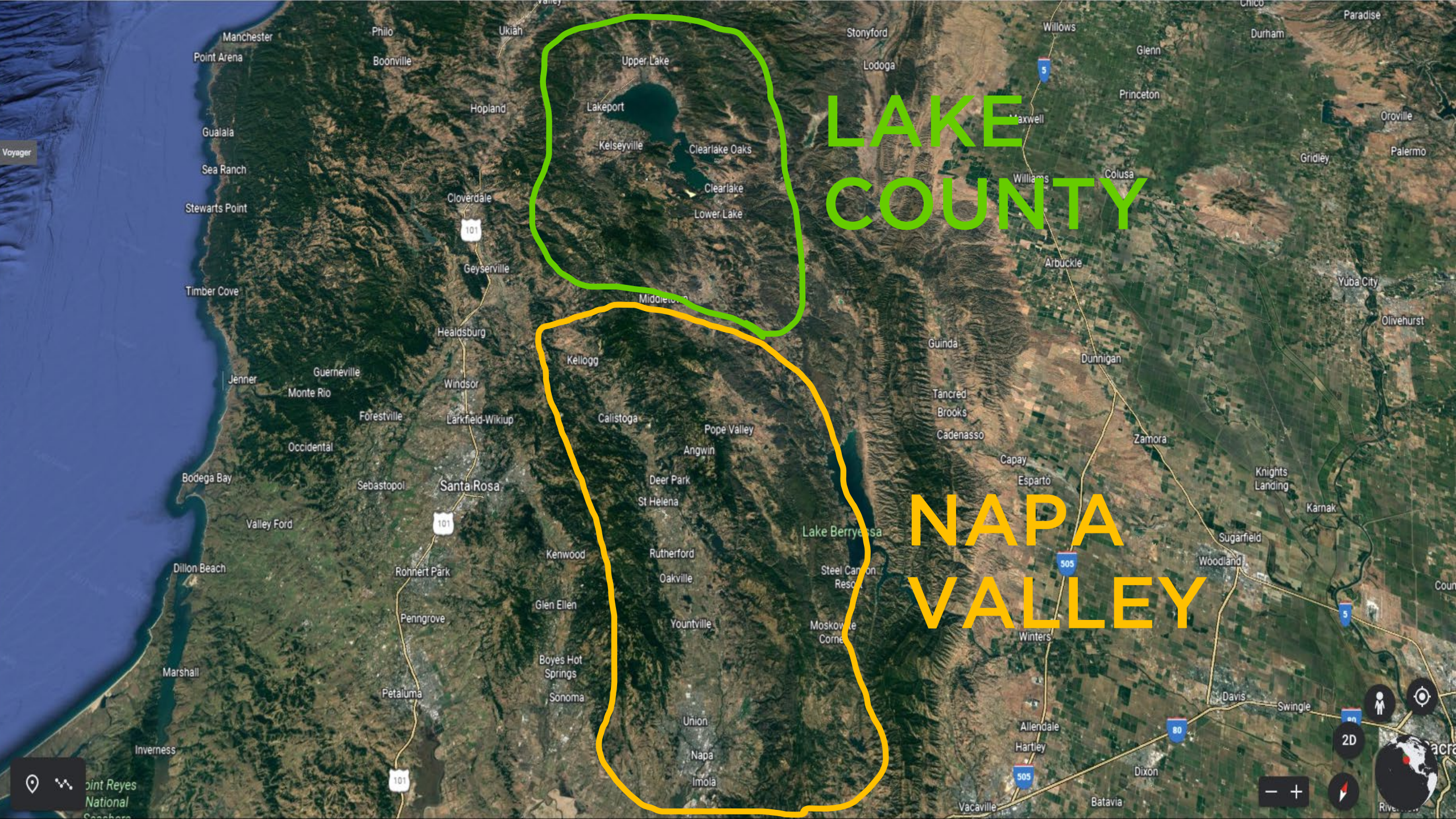
LAKE COUNTY: $2.75 PER BOTTLE FOR FRUIT ALONE

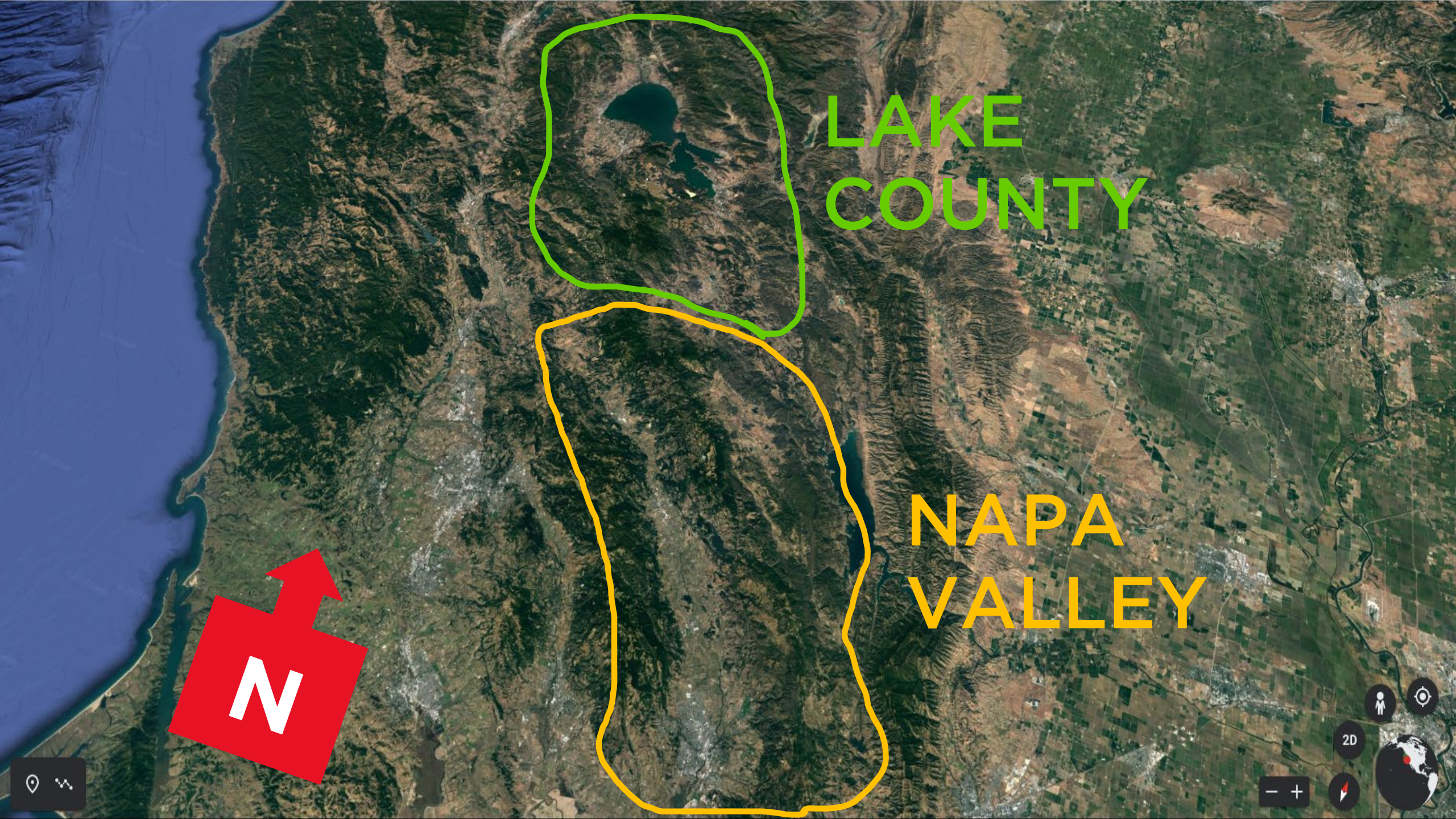
RAYMOND ‘SIGNATURE COLLECTION’ 2020

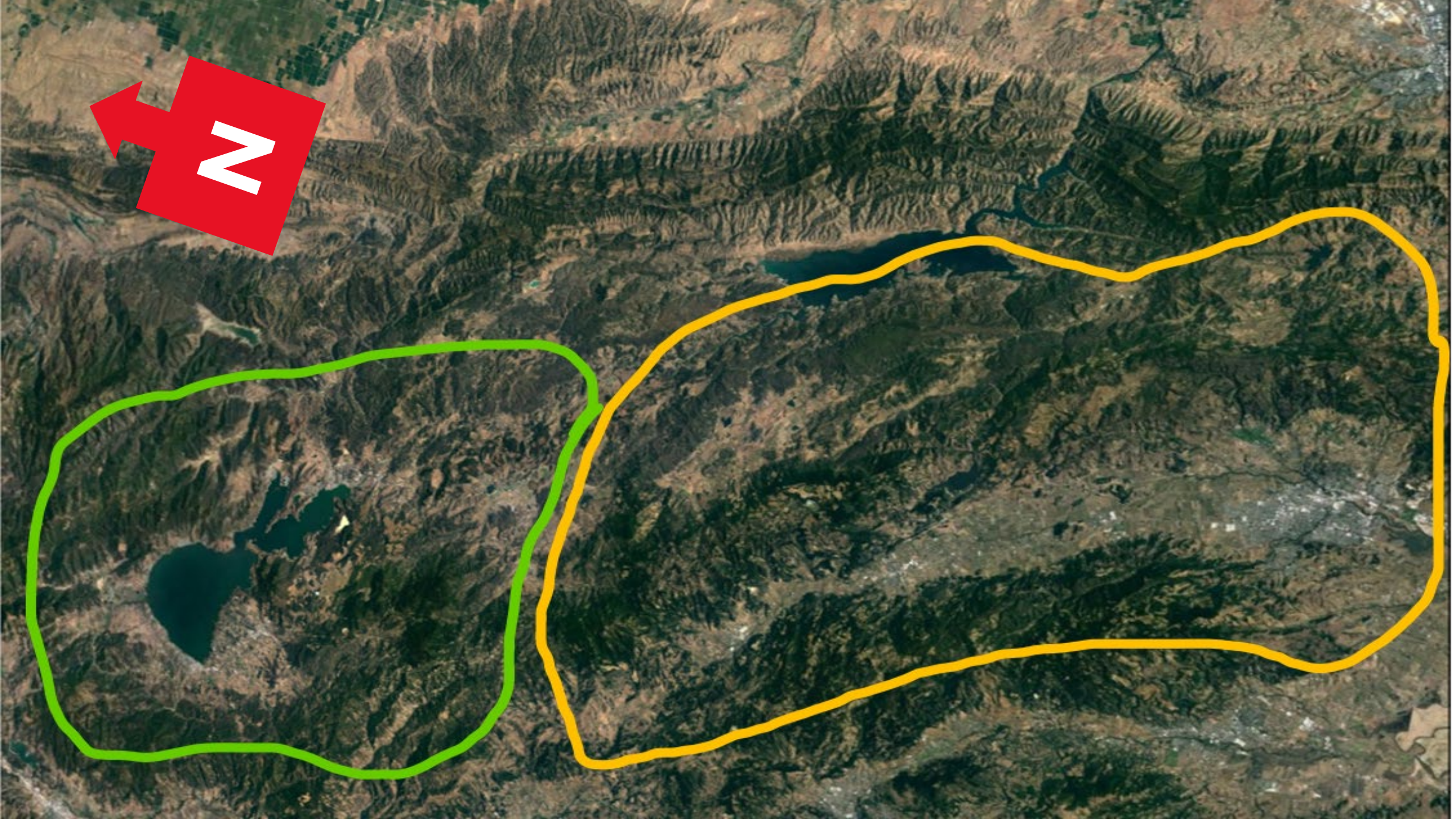
Napa Valley, California
$78 Retail / $62.40 Member

- Blend of Bordeaux grapes:
  - 80% Cabernet Sauvignon
  - 9% Merlot
  - 6% Petit Verdot
  - 5% Cabernet Franc
- Extended maceration
- Aged for 18 months in 100% French oak barrels, of which 51% are New
- Egg-White Fined & Unfiltered


Laytonville
Covelo
Fort Bragg
Mendocino
Willits
Mendocino National Forest
Corning
Orland
Mineral
National Forest
Chester
Susanville
Westwood
Chico
Willows
Paradise
Ukiah
Upper Lake
Lodoga
Plumas National Forest
Oroville
Lakeport
Maxwell
Gualala
Kelseyville
Sea Ranch
Williams
Colusa
Gridley
Stewarts Point
Cloverdale
Clearlake
Arbuckle
Geyserville
Yuba City
Timber Cove
Olivehurst
Healdsburg
Guinda
Dunnigan
Grass Valley
Jenner
Guerneville
Windsor
Brooks
Wheatland
Bodega Bay
Santa Rosa
St Helena
Esparto
Knights Landing
Colfax
Lincoln
Rohnert Park
Woodland
Foresthill
Auburn
Winters
Roseville
Petaluma
Sonoma
Davis
Point Reyes National Seashore
Napa
Hartley
Dixon
Sacramento
Folsom
Vacaville
Novato
Placerville
Fairfield
Vallejo
Elk Grove
San Rafael
Mill Valley
Walnut Grove
Rio Vista
Gulf of the Farallones
Galt
Concord
Berkeley
Walnut Creek
Antioch
San Francisco
Acampo
Mt Diablo
2D
5
505
101
80
780
580
50


LAKE COUNTY
NAPA VALLEY
Upper Lake
Lakeport
Kelseyville
Clearlake Oaks
Clearlake
Lower Lake
Cloverdale
Geyserville
Healdsburg
Kellogg
Calistoga
Pope Valley
Angwin
Deer Park
St Helena
Rutherford
Oakville
Yountville
Kenwood
Glen Ellen
Boyes Hot Springs
Sonoma
Union
Napa
Imola
Lake Berryessa
Santa Rosa
Windsor
Rohnert Park
Petaluma
Sebastopol
Forestville
Larkfield-Wikiup
Guerneville
Monte Rio
Jenner
Occidental
Bodega Bay
Valley Ford
Dillon Beach
Marshall
Inverness
Penngrove
Timber Cove
Stewarts Point
Sea Ranch
Gualala
Point Arena
Manchester
Philo
Ukiah
Boonville
Hopland
Middletown
Stonyford
Lodoga
Willows
Glenn
Princeton
Maxwell
Colusa
Williams
Arbuckle
Guinda
Dunnigan
Tancred
Brooks
Cadenasso
Capay
Esparto
Zamora
Winters
Woodland
Sugarfield
Knights Landing
Karnak
Yuba City
Olivehurst
Gridley
Oroville
Palermo
Durham
Paradise
Chico
Davis
Swingle
Allendale
Hartley
Dixon
Batavia
Vacaville
Point Reyes National
Voyager
2D


LAKE
COUNTY
NAPA
VALLEY
N
2D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RAYMOND
‘SIGNATURE COLLECTION’
2020

Napa Valley, California
$78 Retail / $62.40 Member

- 100% Napa Valley fruit,
- This wine sourced mostly from our own estate vineyards in the St. Helena & Rutherford subregions
- Hand-picked from 7 vineyard sources – all within Napa Valley, which increases fruit cost dramatically

JCB ‘PASSION’ 2019

Napa Valley, California
$95 Retail / $76 Member

- 100% Napa Valley fruit,
- Hand-picked from 7 vineyard sources – all within Napa Valley
- Primarily valley floor fruit from Oakville, St. Helena & Rutherford
- Supplemented with some hillside sites in Howell Mountain and the hills above Rutherford

JCB ‘PASSION’ 2019

Napa Valley, California
$95 Retail / $76 Member

- Blend of Bordeaux grapes:
  - 94% Cabernet Sauvignon
  - 4% Cabernet Franc
  - 2% Petit Verdot
- Extended maceration
- Aged for 24 months in 100% French oak barrels, of which 42% are New
- Egg-White Fined & Unfiltered

THE PRICE DIFFERENCES AT THIS LEVEL
ARE DRIVEN BY
BOTH RAW MATERIALS & CRAFTSMANSHIP

LUXURY TIER **FRENCH OAK BARRELS**

SYLVAIN

LUXURY TIER **FRENCH OAK BARRELS**

ERMITAGE

LUXURY TIER **FRENCH OAK BARRELS**

BOISSET AMBASSADOR RETREAT

REIMAGINE

TARANSAUD

DRAPPIER

MATERIALS COST
OF OAK BARRELS

AMERICAN OAK BARRELS: up to $1,000

FRENCH OAK BARRELS: up to $3,000

JCB ‘PASSION’ 2019

Napa Valley, California
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- Hand-picked from 7 vineyard sources – all within Napa Valley
- Primarily valley floor fruit from Oakville, St. Helena & Rutherford
- Supplemented with some hillside sites in Howell Mountain and the hills above Rutherford

RAYMOND ‘GENERATIONS’ 2019

North Coast, California
$175 Retail / $140 Member

- 100% Napa Valley fruit,
- Hand-picked from 3 vineyard sources – all within Napa Valley
- 2 vineyards in St. Helena, 1 vineyard in Oakville

RAYMOND ‘GENERATIONS’ 2019

North Coast, California
$175 Retail / $140 Member

- Pure Varietal Wine:
  - 100% Cabernet Sauvignon
- Extended maceration
- Aged for 18 to 20 months in 100% French oak barrels, of which 59% are New
- Taransaud & Ermitage barrels PLUS Baron & Demptos
- Unfined & Unfiltered

RAYMOND ‘GENERATIONS’ 2019

North Coast, California
$175 Retail / $140 Member

- 100% Napa Valley fruit,
- Hand-picked from 3 vineyard sources – all within Napa Valley
- 2 vineyards in St. Helena, 1 vineyard in Oakville
- **VERY PRESTIGIOUS**

LOW-YIELDING

VINEYARD SITES

DIFFERENCE IN COST OF WINE GRAPES

BASELINE NAPA VALLEY VINEYARD: APPROX. $9,000 PER TON

LUXURY NAPA VALLEY VINEYARD: **UP TO $13,500 PER TON**

AT THIS QUALITY LEVEL, ONE OF THE BIGGEST QUALITY FACTORS IS

YIELD OF FRUIT PER VINE

HAVING MORE FRUIT CLUSTERS PER VINE
INCREASES VOLUME BUT REDUCES QUALITY

HIGHER YIELD

HAVING FEWER FRUIT CLUSTERS PER VINE

REDUCES VOLUME BUT INCREASES QUALITY

HAVING FEWER FRUIT CLUSTERS PER VINE

REDUCES VOLUME BUT INCREASES QUALITY

DIFFERENCE IN YIELD PER ACRE

BASIC	ENTRY LEVEL	TOP-NOTCH
BOX / BULK WINES: OVER 10 TONS/ACRE	NAPA VALLEY VINEAYARDS: APPROX. 5 TONS / ACRE	NAPA VALLEY VINEYARDS: UNDER 2 TONS/ACRE

DIFFERENCE IN YIELD PER ACRE

BASIC	ENTRY LEVEL	TOP-NOTCH
BOX / BULK WINES: OVER 10 TONS/ACRE	NAPA VALLEY VINEAYARDS: APPROX. 5 TONS / ACRE	NAPA VALLEY VINEYARDS: UNDER 2 TONS/ACRE

1 TON GRAPES = 800 BOTTLES

ROUGHLY 2.5 LBS FRUIT PER BOTTLE

DO THE MATH!

BASIC BOX / BULK WINES: OVER

8,000

BOTTLES PER ACRE

ENTRY LEVEL NAPA VALLEY VINEAYARDS: APPROX.

4,000

BOTTLES PER ACRE

TOP-NOTCH NAPA VALLEY VINEYARDS: UNDER

1,600

BOTTLES PER ACRE

DO THE MATH!

BASIC BOX / BULK WINES: OVER

8,000

BOTTLES PER ACRE

ENTRY LEVEL NAPA VALLEY VINEAYARDS: APPROX.

4,000

BOTTLES PER ACRE

TOP-NOTCH NAPA VALLEY VINEYARDS: UNDER

1,600

BOTTLES PER ACRE

RAYMOND ‘GENERATIONS’ 2019

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- 100% Napa Valley fruit,
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- 2 vineyards in St. Helena, 1 vineyard in Oakville
- **VERY PRESTIGIOUS**

LOW-YIELDING

VINEYARD SITES

THE DIFFERENCE BETWEEN WINES AT DIFFERENT PRICE POINTS **MAY NOT BE VISIBLE TO THE EYE**

$20,000

$120,000

$50

$795

BOISSET AMBASSADOR RETREAT

REIMAGINE

BUT IT DOES COME DOWN TO THE SAME FACTORS THAT DISTINGUISH **EVERY OTHER LUXURY PRODUCT**

- **RAW MATERIALS OF HIGHER QUALITY**
- **MORE CRAFTSMANSHIP & SKILL REQUIRED**
- **SLOWER & MORE LABORIOUS TO MAKE**
- **MORE LIMITED AVAILABILITY**

BOISSET AMBASSADOR RETREAT

REIMAGINE

2023