



The Discovery

"Beauty's every aspect should be perpetually valued, maintained and guarded."

Martin Ray

In 1990, Courtney Benham was walking through an old warehouse in San Jose when he chanced upon a forgotten treasure—some 1,500 cases of library wines, dating back nearly four decades, made by California wine pioneer, Martin Ray. Feeling as if he were on an archeological dig, Courtney explored further and found several old wooden crates filled with letters, press clippings, winery brochures, and price lists from Ray's four decades as a winemaker. It was clear that Martin Ray had quite a history and that here was an intriguing opportunity. Knowing the significance of his find, Courtney contacted the Ray family and purchased the entire wine library and the Martin Ray trademark.

The Legend

Martin Ray was an innovator who rejected mediocrity and was one of the first to produce 100% varietal wines in California. Ray is also well known for developing mountainside vineyards and his use of grapes from the Santa Cruz Mountains region to make ultra-premium wines. According to *Vineyards in the Sky*, a history of California winemaking written by Ray's wife, Eleanor, Ray first learned how to make wine from the legendary French winemaker, Paul Masson. He took over Masson's original Mountain Winery, located above the town of Saratoga, and made wine there from 1936 to 1943. Later, he developed his own vineyards and winery on nearby Mt. Eden, where he produced wines under the Martin Ray name from 1946 until 1972. He died in 1976, and the brand disappeared from the marketplace—until Courtney Benham rediscovered it fourteen years later.

"Mountain soil is much better for producing grapes. Oh, the vines would like the perfect soil, but grapes have a stronger flavor when vines must work hard to get what they really need for growing."—Martin Ray



Our Mission

Martin Ray Winery is emerging as a major player in today's wine industry. We are a dynamic organization offering unique products, higher than normal profitability, and a refreshing sales and marketing approach stressing partnership. Our goal is to build a strong, innovative company that will be a leader in the wine industry for years to come.

Keys to Success

- Identifying market possibilities and creating innovative products to capture opportunities.
- Establishing a distribution network critical to delivering our products to "market" and insuring proper product positioning.
- An efficiently run winery focused on low cost production and quality.
Capacity to handle high levels with growth increase.
- An organic sales and marketing philosophy emphasizing slow sustainable growth.

"Great wine lights a fire in the soul that time can't put out. Time merely fans the flame and intensifies your determination. . ."

Martin Ray



Our new line of Angeline wines is composed of an array of varietals sourced from renowned California wine regions that deliver quality and value significantly above the competition.

Angeline Winery was founded in 2002 and is one of the fastest growing wineries in the wine industry. According to the September issue of the Gomberg-Fredrikson Report, Angeline grew 113% over the last twelve months, faster than in any other winery. Angeline was designed to bring the market high quality wines at very affordable prices.

- **The Product:** The Angeline package is sleek, clean and bright. The colorful, stylish labels are eye-catching and provide a unique marketing tool for increasing consumer awareness.
- **Value/Quality:** The quality of Angeline wines compare to wines at twice the price. Ex. Ferrari-Carano, Sonoma-Cutrer and Rodney Strong.
- **Superior appellations:** Angeline wines are from the Russian River Valley and other notable appellations, compared to the competitions more generic wines.
- **Sourcing:** Long-term grape contracts with growers who have high viticultural standards.
- **Winemaking:** Winemaking dedicated to producing high quality wines on a consistent basis.
- **Sales and Marketing:** Experienced at growing wineries in the super premium category with an emphasis on developing long-term relationships with our partners.

On-premise/restaurant: \$20-45

Off-premise/retail: \$10-15



Martin Ray Winery

Martin Ray Winery was established in 1943 in the Santa Cruz Mountains. Martin Ray's mission was to make 100% varietal wines in California that could rival great French Bordeaux and Burgundy wines. Today, we continue the tradition of making 100% varietal wines from mountain vineyards using the same winemaking practices that made Ray a legendary figure in the wine business.

- **The Vineyards:** We source grapes from some of the most unique mountain vineyards in California, including Diamond Mountain, Santa Cruz Mountains and Sonoma Mountain. We also source grapes from the Stag's Leap District in Napa Valley and the Russian River Valley in Sonoma County.
- **The Barrels:** We use the finest French oak barrels from Radoux, Seguin Moreau, etc. We prefer medium toast, because it allows for the perfect integration of all the key components that go into making great wine.
- **Winemaking:** Ray believed that great wine developed on its own without the interference of the winemaker. In fact, great winemaking is the result of the winemaker's ability to use those tools that Mother Nature provides. Our winemaker, Bryan Davison, follows the winemaking philosophy practiced by Martin Ray.
- **Value/Quality:** Our wines are some of the finest wines made in California, and at prices that underscore our philosophy of giving the consumer real value. Compare Martin Ray wines to Kistler, Dunn and Screaming Eagle.

On-premise/restaurant: \$35-200

Off-premise/retail: \$16-75



The Winemaker

Head winemaker, Bryan Davison, is no stranger to Sonoma County and has made wine for over twenty years. Bryan's intuitive approach to winemaking creates the perfect conditions where wines develop naturally and without interference. Davison knows when to intervene and when to let nature take its course.

Bryan's Keys to Success

- **The grapes:** Selecting fruit from premium vineyards in the Russian River Valley, Napa Valley, Santa Cruz Mountains and Sonoma County.
- **The growers:** Working with growers to insure the best possible vineyards practices, including pruning, irrigation patterns, pest and bacterial treatment, and harvest scheduling.
- **Winemaking:** Meticulous care throughout the entire winemaking process from the crushing of the grapes to the bottling of the wine. Using the finest French and American oak barrels and stainless steel tanks. And, a passion and commitment to make great wine.



A New Home

In July 2003, we purchased the historic Martini & Prati Winery. Newly renamed to Martin Ray Winery, this winery is one of the oldest operating wineries in Sonoma County and one of the oldest in California. Over the past year, we have made many improvements to modernize the winery.

- New state-of-the-art presses, open-top punch down fermenters, stainless steel tanks, new barrels and pumps.
- Replaced floors, drains, roofs and made much needed structural upgrades to the buildings.
- Beautified the grounds with seasonal plantings and flowers.
- Repainted the landmark 200-foot water tower.
- Implemented new winemaking standards and procedures designed to improve winery efficiency.