



MARTIN RAY WINERY



HISTORIC LANDMARK
LEGENDARY WINES

Angeline



MARTIN RAY WINERY

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.

OUR HOME

The Russian River Valley appellation is located in the heart of Sonoma County, situated on the outskirts of Santa Rosa. This region encompasses 125,000 acres, of which 12,200 acres are planted with vineyards. Russian River Valley is a cool growing area known for the morning river fog and moderate temperatures due to the coastal influence. The climate in this appellation allows the fruit to reach maturity with extraordinary depth, flavor and texture. This appellation is most well-known for the varietals Pinot Noir and Chardonnay, which thrive in this cool climate.



THE DISCOVERY

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 predominantly in 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

KEYS TO SUCCESS

- Identifying market trends 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 high quality production and consistency, with capacity to handle increased growth.
- An organic sales and marketing philosophy emphasizing slow, sustainable growth.

THE WINEMAKER

Head winemaker, Bill Batchelor, has made wine in Sonoma County for over twenty years. Bill's intuitive approach to winemaking nurtures the perfect conditions where wines develop naturally and without interference. Bill is accompanied by his winemaking team: Rhonda Miles, Production Manager /Assistant Winemaker and Alejandro Alvarez, Enologist.

BILL'S KEYS TO SUCCESS

- **THE GRAPES** Selecting fruit from distinct premium vineyards in Sonoma, Napa, Mendocino, Santa Cruz Mountains, and Santa Barbara County appellations, with an emphasis on hillside and mountain vineyards.
- **THE GROWERS** Working with growers to ensure the best possible vineyards practices, including pruning, irrigation, and biodynamic farming.
- **WINEMAKING** Meticulous care throughout the entire winemaking process from the harvesting of grapes at the optimal ripeness to the bottling of the wine. Using the finest French oak barrels and modern stainless steel tanks. And above all, we have a passion and commitment for making great wine.



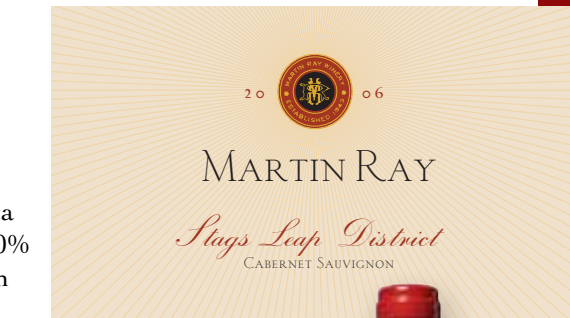
Bill Batchelor



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 premium 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 AVA appellations. We also source grapes from the Stags Leap District in Napa Valley, Santa Barbara County and Russian River Valley in Sonoma County.
- **THE BARRELS** We use the finest French oak barrels from small, renowned tonnelleries. We prefer medium toast, because it allows for the perfect integration of all the key components that go into making great wine.
- **WINEMAKING** Martin 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, Bill Batchelor, 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.



Angeline

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 industry. These *food-friendly*, easy to drink, everyday wines over-deliver on quality and offer an inexpensive alternative to high priced, appellation specific wines. Angeline was created 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 much higher prices.



- **SUPERIOR APPELLATIONS** Angeline wines are from the Russian River Valley and other notable appellations, compared to the competition's more generic California wines.
- **SOURCING** Long-term grape contracts with growers who maintain 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.

2007
Angeline
CHARDONNAY
SONOMA COUNTY



A NEW HOME

In July 2003, we purchased the historic Martini & Prati Winery. Renamed to Martin Ray Winery, this is one of the oldest operating wineries in Sonoma County and one of the most historic in California. Since assuming operations, we have made many improvements to modernize the winery.

- New state-of-the-art presses, open-top fermenters, stainless steel tanks, crushers, and additional laboratory and winemaking equipment.
- Implemented new winemaking standards and procedures designed to optimize wine quality and winery efficiency.
- Remodeled the charming tasting room for an organic modern look that captures the colors and feel of our Russian River Valley environment.
- Beautified the grounds with seasonal plantings and flowers.
- Repainted the landmark 140-foot water tower.





MARTIN RAY WINERY

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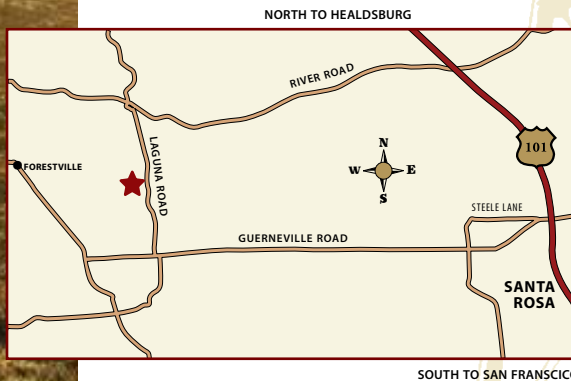
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