



Accendo

Cellars

"OUR ORIGINAL SUCCESS WAS MAKING SINGLE-VINEYARD WINES.
WE NOW BELIEVE WE CAN MAKE BETTER, MORE COMPLEX
AND MORE NUANCED WINES BLENDING FROM
MULTIPLE GREAT VINEYARDS."

— BART ARAUJO



Accendo

Cellars

is the Araujo Family's wine brand,
made by two generations working
together with their longstanding
team to honor the winemaking
and family heritage of
Napa Valley.



accendo (*Latin, verb*): to illuminate, to inspire, to arouse



to illuminate

Shine a light on what's behind the bottle – great vineyards, enlightened and sustainable farming, artisanal winemaking and the art of the blend. Wines that build on what came before, generation to generation.



to inspire

Produce and promote classically styled wines that express their terroir with balance, purity and nobility; revisit the iconic Napa Valley Cabernets of the 1950s – 1970s, sourced from multiple vineyards and showing perfectly 50-70 years later. Great wines don't answer all the questions at first sip. Great wines inspire a dialogue about what makes them great.



to arouse

Continue the conversation about what makes a great wine great, a conversation that burns on, generation after generation; participate in the passion of our efforts to produce singular wines and sustain our industry, our environment and our community.

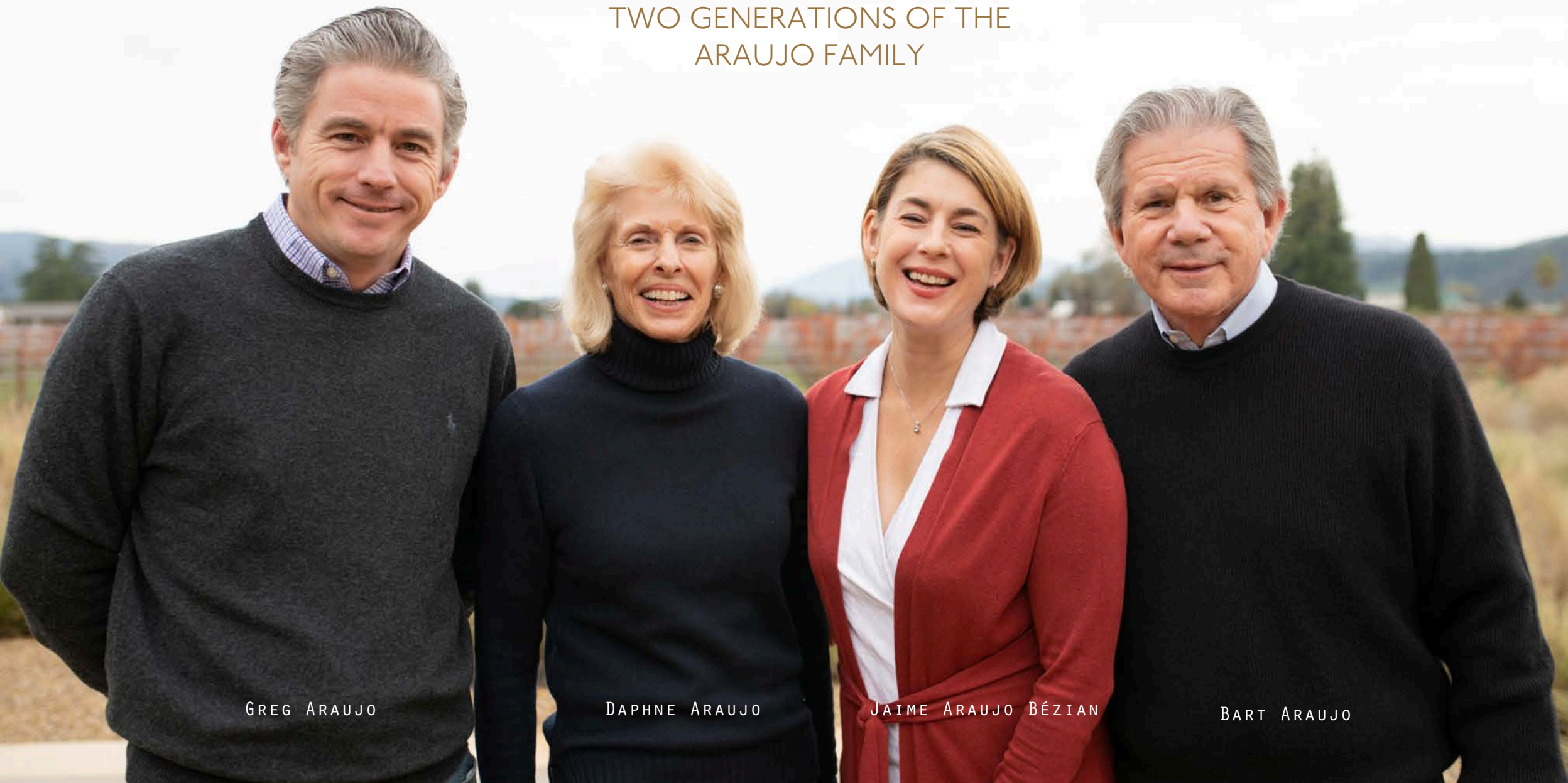


Accendo
Cellars

*Accendo sustains
shared appreciation
for the great wines
and all those who make
and drink them
with us in Napa Valley.*



TWO GENERATIONS OF THE ARAUJO FAMILY



GREG ARAUJO

DAPHNE ARAUJO

JAIME ARAUJO BÉZIAN

BART ARAUJO



Since 1991, Bart and Daphne Araujo have been producing luxury Napa Valley Cabernet Sauvignon and Sauvignon Blanc, first at Araujo Estate with the single vineyard wines from the Eisele Vineyard. In 2013, the Araujos, joined by daughter Jaime and son Greg, created Accendo Cellars.





WINEMAKING TEAM

Almost 100 years of Napa Valley experience, including 71 years with the Araujo Family

People are fundamental to what we're creating at Accendo. We are privileged and grateful to be working again with much of the same small team that helped build Araujo Estate. The collective knowledge and experience of professionals who we have worked with for years is impressive.



CONSULTING WINEMAKER

FRANÇOISE PESCHON

Making wine since 1986,
with the Araujos since 1993

*SF Chronicle
2019 Winemaker of the Year*



CONSULTING WINEMAKER

NIGEL KINSMAN

Making wine since 2006,
with the Araujos since 2010

*SF Luxe Council 2018 Rising Stars
Winemaker of the Year*



CONSULTING OENOLOGIST

MICHEL ROLLAND

Oenologist since 1989,
with the Araujos since 2000

*A French All-Star, top consulting
oenologist in the world.*



VITICULTURAL TEAM



CONSULTING VITICULTURALIST

STEVE MATTHIASSEN

Matthiasson Wines since 2002,
with the Araujos since 2006

SF Chronicle 2013 Winemaker of the Year
Food & Wine 2012 Winemaker of the Year



BIODYNAMIC VINEYARD CONSULTANT

JEFF DAWSON

Growing sustainably since 1996,
with the Araujos since 2000



“GREAT WINES ARE MADE IN THE VINEYARDS.”

– BART ARAUJO





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Inspired by the iconic multiple-vineyard Cabernets of Napa produced in the 1950s, 60s and 70s – wines that are classic California, pure and balanced and still vibrant now after 50-70 years in the bottle – the Araujo Family are committed to:

- Sourcing grapes from some of the finest vineyard sites in the Napa Valley
- Working with the best Napa Valley vineyard managers
- Making wines of balance, finesse, freshness and tension in the style of Napa Valley's golden era
- Producing wine with the commitment and meticulous attention to detail that have characterized their past endeavors



VINEYARDS

The present core Cabernet vineyards are in the “Gold Coast” of the western bench of Oakville and Yountville, some of Napa Valley’s finest sites for growing world-class Cabernet Sauvignon:

- **Vine Hill Ranch**, Oakville AVA (planted to grapevines since 1884)
- **M-Bar Ranch**, Oakville AVA (planted to grapevines since 1965)
- **Sleeping Lady Vineyard**, Yountville AVA (planted to grapevines since 1870)

Other sources, especially for Cabernet Franc and Petit Verdot, include unique and little-known Napa Valley treasures to complement and complex the blend:

- **Ecotone**, Napa Valley AVA
- **Terravina at Upper Range**, Napa Valley AVA
- **Diamond Mountain**, Diamond Mountain AVA

And for Accendo Sauvignon Blanc, two unique and complementary sites provide Sauvignon Blanc, Sauvignon Musque and Semillon grapes:

- **Rancho Pequeño**, Oakville AVA
- **Ryan’s Vineyard**, Oak Knoll AVA



ABOVE: VINE HILL RANCH, OAKVILLE AVA
BELOW: SLEEPING LADY VINEYARD, YOUNTVILLE AVA





Farming these great properties are some of Napa Valley's All-Star Viticulturists – over 150 years of Napa Valley experience:

- **Phillips Family**, Vine Hill Ranch - NVG 2011 *Grapegrower of the Year*, farming in Napa Valley for 42 years
- **Mike Wolf**, Michael Wolf Vineyard Services - NVG 2015 *Grapegrower of the Year*, farming in Napa Valley for 39 years
- **Larry Bettinelli**, Bettinelli Vineyards - NVG 2016 *Grapegrower of the Year*, farming in Napa Valley for 43 years
- **Pete Richmond**, Silverado Farming - NVG 2019 *Grapegrower of the Year*, farming in Napa Valley for 28 years



BRUCE PHILLIPS, FRANÇOISE PESCHON
& MIKE WOLF AT VINE HILL RANCH



PAUL GOLDBERG, GIANCARLO BETTINELLI
& LARRY BETTINELLI AT SLEEPING LADY



MIGUEL LUNA & PETE RICHMOND AT
RANCHO PEQUEÑO





WHEELER FARMS, ST HELENA - HOME TO ACCENDO WINEMAKING



ABOVE: NIGEL KINSMAN AND GREG ARAUJO SORTING GRAPES
RIGHT: STATE-OF-THE-ART PRESS AND TANK ROOM

Accendo Cellars wines are made at Wheeler Farms Winery, built by the Araujo family with some of their friends and completed in 2016. The concept was to construct a state-of-the-art winemaking facility to provide an open-source environment for passionate winemakers to combine artisanal techniques with the latest technical advances in winemaking. Accendo Cellars shares this space with other like-minded winemakers who are focused on producing the highest-quality Napa Valley Cabernet Sauvignon possible.





Although completely modern on the interiors, the Araujos directed the exterior architecture at Wheeler Farms, with stone foundations and wood siding, to give a nod to the humble agricultural roots of the Valley. The grounds demonstrate to visitors what a diversified agricultural life in Napa Valley is like, featuring a kitchen garden, fruit orchards, olive groves, chickens, and bees; the Hospitality House provides a warm and welcoming space for visitors to taste Accendo wines and even enjoy a farm-to-table culinary experience.

WHEELER FARMS KITCHEN GARDEN IN FRONT OF THE HOSPITALITY HOUSE AND WINERY

AUCTION
NAPA VALLEY



THE NAPA VALLEY COMMUNITY

Our grapes are sourced from vineyards that are farmed using organic, biodynamic and/or sustainable practices. In addition to producing healthy vines and excellent grapes, this care of the land improves lives in our community by making positive influences on the soils, animal life, water and air quality, and improves the quality of the lives of workers in the fields. Our community produces fine wines, and by using those wines for charitable purposes, we provide philanthropic support for institutions that benefit our Valley and beyond in areas such as healthcare, education and land preservation. Our legacy should be measured in part by the exceptional quality of the wines we produce, but also by our ongoing commitment to find ways to improve our broader community, supporting organizations like these:

- **Auction Napa Valley** (*the Araujo Family are honorary chairs of ANV 2020/2021*), supporting healthcare and children's education for 40 years and distributing over \$200M to date.
- **Adventist Health St Helena**, providing excellent healthcare to Up-Valley residents and workers
- **Ole Health**, providing accessible healthcare to insured and uninsured members of our community
- **NapaLearns**, offering innovative project-based learning to Napa students
- **Land Trust of Napa County**, ensuring land preservation of our priceless Valley
- **Napa Green Land and Winery**, helping farmers and wineries achieve "Green" status in their operations
- **Vine Trail of Napa Valley**, working to provide 47 miles of safe biking and walking trails for the community



Accendo
Cellars

CABERNET SAUVIGNON

- Inspired by the iconic wines of Napa Valley produced in the 1950s, 60s, and 70s that were blends from outstanding vineyards.
- Emphasizes elegance, balance, freshness and finesse. Accessible at a young age, yet with the concentration and complexity required for extended cellaring.



Napa Valley
CABERNET SAUVIGNON
2017

The complex aromatics of this wine are expressive and brooding, with saturated brambly fruit aromas, seasoned with savory herbs of sage and bay leaf, and traces of mint and forest floor. There is an earthy clay component with notes of hoisin, baking spices and black tea. In the mouth, the wine comes alive with great depth and ample tannins coating the palate, finishing with a lingering minerality of wet stone.

"This complex wine has a confident and alluring presence with its aromatic intensity, tension and grip complementing the full flavors of blue and black fruits, exotic spices and fine tannins."

– Nigel Kinsman, winemaker



95
points

vinous

"The 2017 Cabernet Sauvignon is one of the unqualified successes of the year. Rich and boisterous in the glass, this wine possesses tremendous depth and fruit intensity. Bottled just two months ago, the 2017 is still very closed, and will also probably always have a bit of tannic heft, but it also has more than enough fruit to develop well for many years to come. Cedar, mint, tobacco and licorice add striking aromatic intensity to the super-ripe red fruit of this potent, deeply expressive Cabernet."

– Antonio Galloni, Vinous, January, 2020



Napa Valley
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– Antonio Galloni, Vinous, January 2020

95
points
Lisa Perotti Brown
WINE ADVOCATE

"Deep garnet-purple colored, the 2017 Cabernet Sauvignon sashays out of the glass with nonchalant notions of chocolate-covered cherries, mulberries, warm plums and boysenberries with hints of lavender, underbrush and fragrant soil plus a waft of cedar chest. Medium to full-bodied, the palate reveals wonderful vitality with loads of perfumed black fruit and a sturdy, grainy frame, finishing with a little spiciness coming through."

Lisa Perotti Brown, Wine Advocate, February 2020



Napa Valley
CABERNET SAUVIGNON
2016

Reflecting the outstanding vintage, the captivating nose of this wine shows dark and brooding aromas of cassis, plum and blackberry, touched by exotic notes of lavender, anise, pencil lead and leather. On the palate, rich flavors of ripe black fruits are wrapped around a firm structure of fine-grained tannins, minerality and beautiful freshness that carry on into the long, satisfying finish.

"The consistency of an exceptional vintage is expressed in the purity, length and fineness of this wine – it is deep and powerful, yet perfectly integrated, seamless from approach to finish, full of plush flavor from ripe fruit, ending with silky tannins and graphite that linger on the palate."

– Nigel Kinsman, winemaker



98
points

Robert Parker
WINE ADVOCATE

"Deep garnet-purple colored, it bursts out of the glass with exotic spice notes of star anise, fenugreek and cumin seed over a core of blackberry pie, wild blueberries and warm cassis with hints of kirsch, cigar box and mocha plus a waft of smoked meats. Medium to full-bodied, the palate is jam-packed with vibrant black, blue and red fruits plus tons of spicy sparks, framed by wonderfully ripe fine-grained tannins and beautiful freshness, finishing long and perfumed."

– Lisa Perrotti-Brown, Wine Advocate, Dec 13, 2018



Napa Valley
CABERNET SAUVIGNON
2016

96
points

Wine Spectator

"Richly layered, with ripe and caressing cassis, plum preserves, boysenberry reduction and açai berry fruit flavors. There's a chocolate backdrop and alluring toast notes throughout, with a subtle graphite edge on the very fine-grained finish to keep this red honest. A beautiful display of fruit and very Oakville in style." Drink now through 2035. 1,240 cases made. Highly Recommended Selection

– James Molesworth, Wine Spectator, November, 2019

97+
points

vinous

"The 2016 Cabernet Sauvignon is a powerful, brooding wine, and yet stylistically it still falls within Bart and Daphne Araujo's conception of a more classic style of Napa Valley Cabernet Sauvignon. Plum, bittersweet chocolate, lavender, new leather, menthol, spice and grilled herbs infuse this super-expressive, racy Cabernet Sauvignon. The 2016 is a bit firmer and more vertical than the 2015 tasted alongside it. I imagine it will take a few years to come into its own, but all the elements are in the right place for that to happen. This is a fabulous example of the year at its very best."

– Antonio Galloni, Vinous



SAUVIGNON BLANC

- Influenced by both a Graves from Bordeaux and a Sauvignon Blanc from the New World.
- An exquisitely balanced wine that is aromatically complex, concentrated in flavor and richly textured.





Napa Valley
SAUVIGNON BLANC
2018

Heady floral fragrances of jasmine and honeysuckle add exotic notes to the fruit aromas of guava, green apple, white nectarine and kiwi, nuanced by touches of Kafir lime, lemongrass and marzipan. In the mouth, the fleshy, supple and succulent texture is brightened by fresh acidity, with a lingering minerality prolonging the finish. A blend of Sauvignon Blanc, Sauvignon Musqué and Semillon, the wine is intense, bright, creamy and gorgeous.

"I love the balance of floral, fruit and minerality – each one displayed in perfect equilibrium."

– Françoise Peschon, winemaker



94
points

vinous

"The 2018 Sauvignon Blanc is a very pretty and expressive wine that captures striking varietal character and textural richness, with pretty tropical overtones from the Sauvignon Musqué clone in the blend. Racy, inviting and flat-out delicious, the 2018 is a real winner. In this vintage, the Sauvignon has a bit more weight and texture while retaining its classic sense of brightness. This is such a gorgeous white."

– Antonio Galloni, Vinous, January, 2020

FOOD & DRINK / WINE

The 11 Best New Sauvignon Blancs of 2020

California producers are increasingly turning out quality Sauvignon Blancs that are luscious now, but will taste even better with age.

BY SARA L. SCHNEIDER ON JUNE 5, 2020

Accendo Cellars 2018 Sauvignon Blanc, Napa Valley



NEWS & PRESS



THE 11 BEST NEW SAUVIGNON BLANCS OF 2020

ROBB REPORT, JUNE 2020

Collectible California Cabernet

With winemakers exhibiting a nuanced understanding of their terroir, there's never been a better time to buy these wines for your cellar. Karen MacNeil shares her top picks...



Karen MacNeil
October 10, 2019

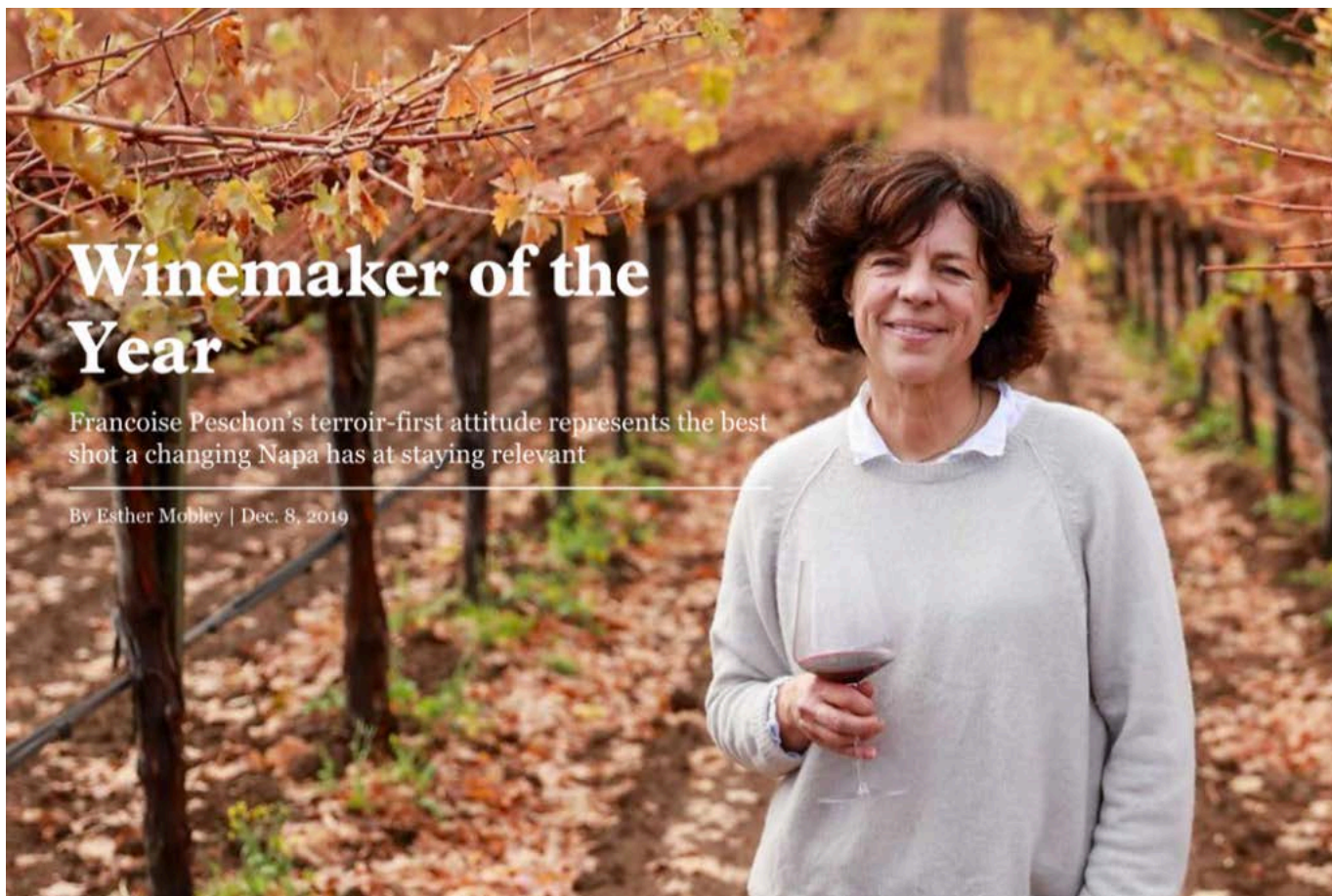


NEWS & PRESS



COLLECTIBLE CALIFORNIA

DECANTER, OCTOBER 2019



Winemaker of the Year

Francoise Peschon's terroir-first attitude represents the best shot a changing Napa has at staying relevant

By Esther Mobley | Dec. 8, 2019

NEWS & PRESS



2019 WINEMAKER OF THE
YEAR: FRANÇOISE PESCHON

SAN FRANCISCO CHRONICLE,
DECEMBER 2019

Wine Spectator

WineSpectator.com

CALIFORNIA CABERNET SAUVIGNON

OUR ANNUAL REPORT

NAPA'S
STUNNING
2016 VINTAGE

TOP-SCORING 2016s

Accendo
Colgin
Diamond Creek
Eisele
Groth
MacDonald
Merus
Schrader
Spottswoode

NEWS & PRESS



A BENCHMARK YEAR:
ANNUAL CALIFORNIA
CABERNET REPORT

WINE SPECTATOR, NOVEMBER 2019



REASONS TO BELIEVE

- **Relevance** – 30-year track record of making some of the most iconic wines from Napa Valley
- **Quality** – Premium in every way:
 - The best and most relevant grape sourcing
 - The most skilled winemaking team
 - Top of the line production facility
- **Stewardship and Support** – of the land, people and heritage of Napa Valley
- **Partnership** – Take part in the multigenerational evolution with the Araujo family at the forefront of Napa Valley's luxury winemaking culture and development.



DAPHNE ARAUJO, 1995



ACCENDOCELLARS.COM