

Summer IS JUST AROUND THE CORNER

It's the season for weddings, beach trips, boating adventures, backyard BBQs and simply relaxing on warm evenings.

We've got just what you need to enjoy summer to the fullest. ☞



KRUPP BROTHERS

SPRING 2018



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PARTY WITH US!
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DOCTOR'S NOTE

As you know, our beautiful Napa was one of the counties that suffered from the devastating wildfires last fall. Thankfully, most of Napa's vineyards — well irrigated and tended to — served as a powerful firebreak. A drive along Silverado Trail is a wondrous testament to the resiliency of Napa and its residents, with views of seemingly endless rolling vineyards on all sides. Our gorgeous winery and estate with 13 acres of vineyard and Lake Cynthia was untouched. Stagecoach Vineyard also served as a firebreak to the Atlas Peak fire. Miraculously, just 2% of the more than 600 vineyard acres were affected and many of them may yet recover.

As for the 2017 vintage, it will still be an excellent year for Krupp Brothers, albeit with an even smaller production. We were fortunate to have harvested 60% our grapes before the fire began and the quality of that fruit is extraordinary. To ensure the highest quality of wine, we have done careful sensory and chemical analysis on the wine from fruit harvested after the fire, disposing of any that is tainted.

On to the exciting news! As you will read in this newsletter, we have begun expansion and improvements to our new winery so that we can move all our winemaking there for Harvest 2018. We invite you to visit during this thrilling time. ☞

Cheers
DR. JAN KRUPP
PROPRIETOR

Winery Remodel KICKS OFF

FOR THE FIRST TIME,
KRUPP BROTHERS WILL PRODUCE
WINE IN ITS OWN FACILITY

At Krupp Brothers, the excitement is building as we begin our winery remodel and expansion. The improvements will allow us to move our production to the new winery and will increase capacity at the facility from 2,000 to 6,000 cases a year. Though the footprint will remain unchanged, the inside of the winery will be transformed with a new layout and the finest equipment to ensure the highest quality of wine.

The first step will be sloping and draining two-thirds of the winery facility, allowing us to make wine throughout while still keeping the area spotlessly clean. Then we will replace the existing round stainless steel tanks with La Garde rectangular tanks, which are renowned for making great wine. Another new piece of machinery will be a high-tech stemmer-crusher with an optical sorter. This will ensure that only the best grapes make it into our wines.

With the improvements scheduled to be completed within the next few months, we are looking forward to the first crush of our world-class Stagecoach fruit at our state-of-the-art new winery this year. Besides having complete control from start to finish of the winemaking process, we are most excited that our guests will be able to take in the gorgeous perfume of fermenting grapes and see firsthand the fascinating process of fine winemaking this harvest season and beyond. ☞



Renovations have begun on the winery paving the way for Krupp Brothers wine to be made at the new facility. ☞



GETTING HER HANDS DIRTY

DIRECTOR OF HOSPITALITY NIKKI LINCOLN
CREATES IMMERSIVE GUEST EXPERIENCES

Like many Napa natives, Nikki had not given any thought to a career in wine. But after many years away, working in the film industry and a year abroad in Paris, she felt the pull of her close-knit family and decided to put down roots in her hometown. She needed a job and though she knew next to nothing about wine, she happened to land in the office of one of Napa's great winemakers, Mike Grgich.

At the end of their conversation, Nikki recalls Grgich, "leaned over and speaking softly in his Croatian accent said, 'Ok, if you can make me laugh, you can sell my wine, but (with his finger pointing to the sky), you pick one thing, and you do it a little bit better each day and by the end of the year you'll be good at something.'"

Nikki took his advice to heart and began in earnest to learn everything she could about wine and wine making.

"I soon found that studying wine is a lot like life," she said. "The more you learn, the less you seem to know. It keeps you on your feet."

More than a decade later, she is a truly a wine expert (though she would be embarrassed if you called her that) and revels in the seemingly minute details that influence the arch of a wine. Though extremely knowledgeable, you won't find a hint of snobbery in her. Instead, she loves creating experiences that allow others to see the wonder that is winegrowing and winemaking. She especially loves getting her hands dirty.

"I get to plunge my hands into the soil to show guests what makes our terroir so special. We smell it and crumple it in our hands," she said. "I love getting into soil pits, when I'm allowed, and showing guests the differences in soil striation, water drainage and sun exposure — all things that are contemplated before planting a block of fruit." ☞



#PHOTOBOOTHFUN

TAKE HOME MORE THAN
WINE FROM OUR DOWNTOWN
TASTING ROOM

Whether it's a Black Bart mugshot in a dapper top hat and gentleman's mustache or a Damsel selfie, complete with luscious pink lips and a pink purse, our Tasting Room photo booth is perfect for making memories. You can share your photos — and videos — on Facebook, Twitter and Instagram, and print your photos to take home. With vintage digital and hand-held props, from a monocle (à la The Doctor) to pillbox hats, it's a mix between 21st century technology and old world glam.

COME HAVE SOME FUN!



The *Spring* SELECTION

2017 THE DAMSEL

RED CHERRY
KIWI-STRAWBERRY
ORANGE PEEL
CAKE BATTER

PAIRINGS

Butter-Poached Lobster
Ahi Tuna Poke
Strawberry and Goat
Cheese Salad
Smoked Salmon
Eggs Benedict

2015 MERLOT

DARK CHERRY
RASPBERRY
BAKING SPICES
TOFFEE

PAIRINGS

Squab in Lingonberry Sauce
Scallion and Brie
Stuffed Hamburgers
Spice-Rubbed Grilled Pork Chops
Caponata Bruschetta



2015 WATER WITCH

CHERRY CORDIAL
RASPBERRY
CLOVE
SWEET CIGAR SPICE

PAIRINGS

Grilled Skirt Steak
with Chimichurri
Caramelized Trumpet Mushrooms
over Creamy Polenta
Bacon-Wrapped Scallops
Italian Sausage Linguine with
Roasted Tomato Sauce

2015 BLACK BART SYRAH

BOYSENBERRY
VIOLET
SMOKED MEATS
BLACKBERRY PIE

PAIRINGS

Grilled Herbed
Lamb Chops
Beef Brasato with
Pappardelle and Mint
Spiced Pulled Pork
Sandwiches
Warm Sausage, Eggplant
and Potato Salad



Spring CLUB SPECIAL

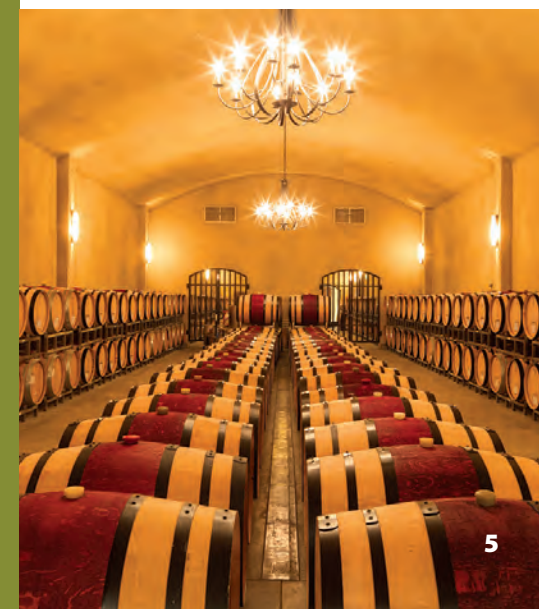
**ORDER 6+ BOTTLES FOR
\$10 GROUND SHIPPING***

	# of Bottles
2017 The Damsel Rosé	_____
2015 Water Witch	_____
2015 Krupp Brothers Merlot	_____
2015 Black Bart Syrah	_____

TO TAKE ADVANTAGE OF THIS SPECIAL,
LOGIN TO YOUR ACCOUNT AT
WWW.KRUPPBROTHERS.COM

YOU CAN ALSO ORDER BY CONTACTING
SARAH KRUPP AT 415.15.3782 OR
SARAH@KRUPPBROTHERS.COM

*Order by May 1 for shipping special





Club Member SPOTLIGHT

ANDY POUPART AND MICHÈLE FREE

Wanting to look the part by the side of his elegant wife and losing 30 pounds, led Andy Poupart, a Silicon Valley software engineering manager, to decide in his 50s to step up his sartorial game. But his fashion fame came as the result of a dare from Andy's oldest daughter to post on Instagram. Less than two years later, @styleafter50 enjoys nearly 8,000 followers and regularly gets more than 1,000 likes a post. We asked Andy and Michèle a few questions about two of their favorite topics — fashion and wine.

What advice do you have for someone who wants to elevate their style?

"For men, fit is everything, so learn how clothes are supposed to fit. Especially online, there is a lot of basic information available. Men can start with Instagram feeds like mine, or Internet forums like *StyleForum* or blogs such as *Permanent Style*. Most people who are interested in clothing love to talk about it, so reach out to those

whose style you admire and simply ask questions. Both men and women should emphasize quality over quantity. Pick quality pieces that can serve as anchors for a wardrobe, pieces to build many looks around. Style does not go out of fashion."

How do you decide what you are going to wear on any given day?

"For me, I usually have an idea to wear a particular piece. It might be a tie or a shirt, or something else. From there, I just build an outfit around that choice. It doesn't take a long time, and I don't agonize. For Michèle, it usually starts with 'I don't have a thing to wear...'"

What is your favorite Krupp Brothers wine and why?

"At the moment, mine is the 2014 M Block Dessert Wine — it is just so well balanced and silky. For Michèle, it is the Chardonnay. From her first taste she declared, 'this is my new favorite Chardonnay!'"

“ BOTH MEN AND WOMEN SHOULD EMPHASIZE QUALITY OVER QUANTITY. ”

A NEW FACE AT KRUPP BROTHERS ALMA AMBROSE, WINE AMBASSADOR AND SALES

With a magnetic personality and can-do attitude, Alma is a beloved member of our team. Originally from El Salvador, wine was not a part of her family's culture. Her husband introduced her to wine when they first met, and from there an oenophile was born. She nurtured her passion by traveling to various wine regions — sometimes with their two children in tow — and rigorous studying, earning a sommelier certification. When her husband's work transferred him from southern California to the Bay Area, she saw her chance to turn her passion into a career. At Krupp Brothers, she not only loves that she is continuing her wine education, but that she is able to provides guests with experiences they will cherish.

"Wine and food are like joy and happiness. They are not meant to be intimidating or pretentious, but simply enjoyed," said Alma. "My hope is that when guests visit, they have an incredible experience and create memories that stay with them for a long time, maybe even a lifetime."



JOIN US AT THE Summer Soirée

We are thrilled to host the Summer Soirée for the first time at the new Winery and Estate. With Lake Cynthia and the estate vineyards as the backdrop, club members will enjoy live music, library wine and barrel tasting and an exquisite wine dinner prepared by Chef Ken Frank of Napa's Michelin-star La Toque. Join Dr. and Mrs. Jan Krupp, Winemaker Jay Buoncristiani and VP Sandy Huffine for this extraordinary evening.

Reserve your seats — up to a party of four per club membership — as soon as possible. Seating is very limited and this event will sell out!

SATURDAY,
AUGUST 4, 2018
4 TO 8 PM

RSVP TO
SARAH@KRUPPBROTHERS.COM
415.515.3782

TICKETS
\$135 CLUB MEMBERS
\$195 GUESTS



Spring RELEASE PARTY

Celebrate the second vintage of The Damsel and new releases at a beautiful seated brunch! Enjoy live music and scrumptious savory and sweet dishes paired exquisitely with The Damsel and our spring releases, including 2014 Verasion Cabernet, rated 96 points by Robert Parker, and the limited production 2015 Synchrony rated 95+ points by Parker!

SATURDAY, JUNE 2, 11:30AM TO 2:30 PM
TICKETS \$65 CLUB MEMBERS, \$125 GUESTS
RSVP TO ALMA@KRUPPBROTHERS.COM, 707.225.2276