



WINERY & DISTILLERY
13 Generations of Winemaking & Distilling

In California Since 1983

CHARBAY® MEDIA PRESS KIT
FALL 2010

BREAKING NEWS:
NOVEMBER 8
(The day Miles landed in North America 1962)

THE Premiere Release of

CHARBAY *Brandy* N^o. 83

AND

Miles became a Grand Master Distiller



INTRODUCTION

Since 1983, CHARBAY has been producing small releases of handcrafted **wines, ports, aperitifs, spirits & liqueurs here in Northern California.**

My family is committed to offering the finest wines and spirits made in the true spirit of American creativity while grounded in *generations* of European knowledge.

My husband, Milorad (Miles) Karakasevic, traces his family winemaking & distilling heritage back **over 250 years** to 1751 in former-Yugoslavia. After receiving both formal and classical apprenticeship training, Miles arrived in North America at the age of 21. Through the years, he and our family have created an American legacy of consistent quality.

No other family in the United States hand produces the scope of handcrafted wines & spirits that Charbay does. We have distilled and released all four of the major spirits groups. We don't know if anyone else has.

Marko, our son, following a **27-year classical European apprenticeship** with his father, is the family's **13th generation** to carry on the tradition of winemaking & distilling. Marko's vision ignited Charbay Vodka and Charbay Whiskey. In 2009, Marko formally became a Master Distiller - recognized as having "equaled or bettered the skill of his Teacher". His thesis was Doubled & Twisted Light Whiskey. (Inspired by watching the still: when the spirit comes out of the still at a certain proof, the stream splits & twists around itself).

Visiting Napa? We invite you to come by the Charbay Still House on top of Spring Mountain where our family lives & works. Charbay is open 7 days a week, appointments are suggested.

Our family promises to carry on the tradition of the finest quality of artisan wines & spirits, always pushing the creative edge and accenting the ingredients we work with. We hope you enjoy the Charbay story and will stay in touch for years to come. I think Miles and Marko are just hitting their stride.

For the family,

Susan Karakasevic
Co-Founder/Owner/Mom

4001 Spring Mountain Road, St. Helena, Napa Valley, California 94574

707-963-9327 susan@charbay.com www.charbay.com (10/10)

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COMPANY FACT SHEET

OUR COMPANY:

| | |
|--------------------|---|
| Miles Karakasevic: | Owner, 12th Generation Winemaker & Master Distiller |
| Susan Karakasevic: | Owner, General Manager |
| Marko Karakasevic: | 13th Generation Winemaker & Distiller, Spokesperson |
| Jenni Karakasevic: | National Sales Director |
| Dana Rasmussen: | Office Manager |
| Mark Wiget: | Warehouse Manager |
| John Reagh: | Production Enologist/ Retail Sales |
| Lara Karakasevic: | On call |

LOCATION:

Winery/Distillery/Main Office: 4001 Spring Mountain Road, St. Helena, Napa Valley, California

Features: 25-gallon Copper Alambic Charentais Pot-Still. Open for visits, appointments are suggested.
1000 gallon Pruehlo copper Alambic Charentais Pot Still from Cognac, France.

Production Distillery: Mendocino County

1000 gallon Pruehlo copper Alambic Charentais Pot Still from Cognac, France. (Not open for visits)

FIRST VINTAGE/DISTILLATION: 1983

1983 - Methode Charentais Alambic pot-distilled Brandy (2010 release)

Chardonnay

Sauvignon Blanc.

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NEWEST & UPCOMING RELEASES

If you are interested in tracking a particular release, please let us know and we will be happy to provide additional details as they become available, as well as a **pre-release notification & samples when possible**.

Newest Release: **“Doubled & Twisted” Light Whiskey** – Marko’s thesis project to become our 13th Generation Master Distiller; distilled from bottle-ready IPA beer. 135 cases. Dec. 2009

CHARBAY Folle Blanche Brandy (27 yrs. old) – Double-distilled aged in French oak; our first distillation in North America. The First Charbay Brandy to be released! Will allow Miles to become a Grand Master Distiller, a very special honor.

Coming up:

CHARBAY California Apple Brandy (Calvad’or™)

Toasty, with apple and oak aromas to treat your senses as it’s hand-warmed in a snifter. Mellow, easy sipping. Relax and savor the lingering flavors that have evolved naturally from America’s favorite fruit. We release this one barrel at a time. Release Date: TBD

CHARBAY Pear Brandy (and/or Liqueur) – Distilled in 1992 with local pears; though barrel-aged, the brandy has retained its original bouquet. (“It’s a matter of how you ferment & distill it,” explains Miles.) (1st release) Release Date: TBD

CHARBAY 2006 “Obsidian Ridge” Pinot Noir, Mendocino, CA

Release Date: TBD

CHARBAY 2006 “Red Hills” Syrah, Lake County CA

Release Date: TBD

CHARBAY 2006 Pinot Noir, Mendocino Ridge CA

Release Date: TBD

CHARBAY Pinot Noir, Anderson Valley CA

Release Date: TBD

CHARBAY Grappa (Pinot Noir)

Release Date: TBD

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CHARBAY Wines & Ports 2010

CHARBAY 2003 Napa Valley Cabernet, Oakville Bench

Elegant and smooth, this is a class cabernet that grows on you as you sip a glass with dinner or with a cigar while grilling before dinner. Dark plum, cherry and clove flavors surround a medium body mouth feel. The understated elegance is rounded out with its gentle oak aging. 350 cases. Sold winery-direct (\$49/750 ml)

CHARBAY 2005 Napa Valley Cabernet, Stags Leap District

A bigger wine, aged in oak. The bouquet matches the intense color with layers of cherry, cassis, spice, vanilla, with a subtle seductive jamminess. 1,000 cases. (\$45/750 ml)

CHARBAY 2007 Napa Valley Rosé A blend of Cabernet, Cabernet Franc, Pinot Noir & Syrah – a big bodied Rosé! Totally a ‘guy thing’ because Miles & Marko aren’t going to give you just a pink wine. (\$24/750 ml) Sold Out

CHARBAY Aperitif Collection

Charbay has created two ultra-premium wine-based cocktails. Just add ice! No mixers, simple syrup or measuring required...they’re great on the rocks or shaken with ice and served up. Available in Green Tea or Pomegranate (secret recipe!) Each bottle makes 4-6 cocktails at full strength or up to 12 as a cooler (add lemonade) (\$28/750 ml) Pomegranate Aperitif: Sold Out

CHARBAY Original Aperitif/Dessert Wine (Since 1987) Sold Out

Made from a blend of Chardonnay wine and our soft, barrel-aged Pot Still brandy sweetened into a liqueur. This one-of-a-kind wine is extremely versatile. Summer: serve it over ice with an orange or lemon twist for a refreshing before-dinner cocktail. Winter: serve it after dinner in a snifter at room temperature & watch the brandy flavors develop. Great with ripe cheeses & pate, nuts, or fruit desserts such as poached pears. (\$32/375 ml)

CHARBAY Pomegranate Dessert Wine

Unique, rare and a first for Charbay and the Napa Valley; a rich fruit forward pomegranate wine fortified with a Charbay aged brandy. Delectable served as a dessert wine, chilled, or over ice topped with sparkling lemonade. Made exactly like port, but with organically grown pomegranates instead of grapes. (\$45/750 ml)

CHARBAY Port, Release III (Four Barrels, Wine Club Members Only)

Miles & Marko had fun making this one. To arrest the fermentation of this late-picked 1997 Cabernet Sauvignon and Syrah, they carefully selected 5 brandies from Charbay’s 25 year library of Pot Still brandies - four of which are over 10 yrs. old. Its fresh fruit flavors are combined with the aromas of the brandies. “Liquid smiles,” as Marko puts it. (\$75/500 ml) – *Sold Out until Release IV is bottled.*

CHARBAY Ruby Port, Release I

1997 Spring Mountain Cabernet Sauvignon grapes selected for their intense flavors. Fortified with 8 yr. old double-distilled brandy, French oak aged. Bright fruit, with spicy aromas and a long, soothing finish. (\$50/500 ml)

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Meet the Family: Miles Karakasevic

Co-Owner and Founder

Miles Karakasevic is a 12th generation European winemaker and Master Distiller. Born in old Yugoslavia, he apprenticed in the tradition followed by the Karakasevic family since the 1750's. Following in their footsteps, learning the secrets of his forefathers, he eventually became certified as a Master Distiller, a title earned by equaling or bettering the work of another Master. Along the way, Miles studied Enology and Viticulture at the University of Belgrade.

Immigrating to the New World in 1962, Miles first stopped in Canada and Michigan before eventually settling in California in 1970. In 1972, he and Susan purchased the seventeen-acre property on Spring Mountain that now is home for the family as well as Domaine Charbay.

In the following years, Miles was employed by a number of wineries, including Beringer Vineyards, where he was assistant winemaker. Longing to distill, he convinced a client to import an Alambic Pot Still from Cognac. Miles started two of the three distilleries in Mendocino County. In 1983, he and Susan began making their own wines and brandy under the name Domaine Karakash.

Being comfortable with all aspects of fermenting and making many wines, even champagne, Miles was excited to begin a brandy program. Miles has been distilling with his family ever since.

As an avid reader, Miles enjoys history, science, and philosophy. He has been known to spend hours on the Internet—reading, researching and exploring the world. Making a healthy soup or stew comes as naturally as winemaking. "I like to cook because it's instantaneous. My wines & brandies take years, but a good *Chorba* (soup) takes only hours." Miles and Susan plan to spend more time near the shore: "We are drawn to the water."

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Meet the Family: Susan Karakasevic

Co-Owner and Founder

Susan Reagh Karakasevic grew up in Michigan. Her studies of art at Western Michigan University were interrupted when she met and married Miles. In 1970 they left Michigan to jump into the budding California wine business. That's where she raised their two children, Lara and Marko.

In the early '80s, Susan studied the marketing aspects of the wine business. In 1983, she and Miles made their first wines and brandy. Susan began marketing the family line of Domaine Karakash wines and brandy in 1985. In 1991, she changed the business name to Domaine CHARBAY. Susan worked with Miles and Marko to build their winery and distillery beside the family home, where she now manages the sales, packaging, marketing and exuberant energy of Miles and Marko. She edits the newsletters and pushes her two artists, Miles and Marko, to get the two annual releases out on her schedule. The Pastis release, closest to her heart, was her first solo package design.

"I am fortunate to have enough Irish-German blood to stand up to the wild Yugoslav that has made my life so colorful! We are just hitting our stride. All the long hours and all the hard work have been worth it. We've found our niche. Wait until you see what's coming."

Meet the Family: Marko J. Karakasevic

13th Generation Winemaker & Distiller; Director of Custom Distilling

Born in California, Marko Karakasevic grew up around pumps, hoses and tanks. This was his father's world and the family always lived close to the winery where Miles, his father, made wine. Marko graduated from St. Helena High School and spent a year at Davis where he began his studies in sports physical therapy. However, harvests would find Marko working in various Napa Valley wineries. After working in a Napa Valley tasting room, he discovered he liked all sides of the wine business—from production to sharing his winemaking experience with visitors.

In the fall of '95, Marko realized he wanted to apprentice under his father and be the 13th generation to carry on the Karakasevic family tradition. That's when his parents realized: "He's the man we've been looking for."

From that point on, he has submitted to the same tough routine of generations of Karakasevic men and women before him: learning the winemaking, the distilling and the running of a family business where one must wear many hats. The CHARBAY Distillers' Port is a spirited salute to this father and son team. Marko conceived the idea of CHARBAY's whole-fruit flavored vodka program. He found the fruit and designed the packaging. Now, with two generations of enthusiastic winemakers/distillers behind the CHARBAY label, there are even more releases of "perfumes for the soul" to watch for.

Marko carries on the tradition as the 13th generation. In 2003, marking the 20th anniversary of CHARBAY, Marko received the title of Distiller. In 2009, after a long apprenticeship, he became a Master Distiller. This was earned by sourcing, distilling and bringing to market his own spirit that is equal to or better than what he distilled during his apprenticeship. Miles set the rigorous standards. Nothing like a father-son team.

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Give Marko a day off and he'll head out to go fishing. A couple days will send him snowboarding at Tahoe or fishing in Hawaii. BV, 'Before Vodka', his travels were longer. One was a summer trip through South America with time in Cusco and Machu Picchu during the Summer Solstice. Lately his trips have been New York City and Las Vegas! Marko, like everyone in this family, likes to travel & explore. Marko, no matter where he roams, always loves coming home to his St. Helena and his mountaintop.

Marko married Jenni in the spring of 2009.

Meet the Family: Jenni Karakasevic National Sales Director & More

Jenni is the face of Charbay throughout the US & now a family member since April 2009 when she married Marko Karakasevic. Presently the National Sales Manager, she is a California native who attended school in Santa Rosa and college in Angwin. She built a strong base of management skills with over seven years of experience in the fields of catering, resort F&B Management and restaurant management. In St. Helena, everyone loved Jenni as the manager of Market Restaurant for four years.

She is an avid reader and enjoys sports such as jet skiing, fishing, snowmobiling as well as gardening. Social Media programs tap her interest level as she finds new ways of sharing the Charbay story. Jenni & Marko were married in April of 2009 at their favorite fishing resort in Baja where they go to fish, relax & chill out with friends.

It's a fast pace at Charbay where she pours her youthful energy into sharing the dream of an independent family winery & distillery producing world class wines & spirits. She is now part of generation XIII – as the family heritage carries on.

Meet the Family: Lara A. Karakasevic (On Call)

Lara grew up in St. Helena. She graduated from University of San Francisco with a degree in Business Administration, majoring in Hotel Management. She worked at various luxury hotels, including The Four Seasons and three years as general manager of a boutique hotel in San Francisco.

In January 2002, Lara joined the family business full-time, bringing her skills in public relations, customer service and marketing.

Lara retired in 2008 to raise her daughters, fondly referred to as potentially 14th generation distillers. She continues to guide the marketing with Susan.

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John Reagh

John is a Fresno graduate Enologist and is Susan's brother. He has just returned from 19 years in South Africa which included a winemaker position in a Stellenbosch winery. He is working with Marko in production as they step up the distilling for the ports and aperitifs. He also works with Marko as they launch an aggressive whiskey distilling program to build their library. As everyone wears many hats at Charbay, John runs the tasting room a several days a week, also.



THE EVOLUTION OF A MASTER DISTILLER:
Miles Karakasevic, 12th Generation Winemaker & Master Distiller

The title of Master Distiller is granted by a teaching master to an accomplished apprentice who has matched or bettered the skill level of the teacher.

Monday March 1, 1751: Vienna, Austria

The House of Karakasevic (Karakash) is recognized by the Austrian-Hungarian imperial court of Empress Maria Theresa. The family makes wines and brandies.

1954: Novi Sad, Yugoslavia

In the foothills above the Danube, Miles Karakasevic enters his family's 300-year-old profession

1959: Novi Sad, Yugoslavia

He follows in the footsteps of 11 generations of his family and earns his title as Master Distiller.

April, 1962: Yugoslavia

Miles receives his degree in Enology and Viticulture from the University of Belgrade.

November, 1962: Quebec City, Canada

He begins his life in the "New World." Miles enters the United States as a professional winemaker in Michigan (1968). Miles becomes Asst. Winemaster at Beringer in Napa Valley (1972).

September 1, 1983: Ukiah, California

The Karakasevic Family begins distilling and making wine under their own winery name of Domaine Karakash. The first products are Chardonnay, Sauvignon Blanc, and Alambic Methode Charentais Brandy in the classic Cognac style.

September 1, 1987: Mendocino, California

At Winesong Festival, the Karakasevic family releases CHARBAY, the world's only Dessert Chardonnay. It is a barrel-fermented Chardonnay laced with hand-distilled Methode Charentais Brandy Liqueur.

August, 1991: St. Helena, California

The Karakasevic family changes the business name to Domaine CHARBAY; the United States' first and only family owned and operated Winery and Alambic Charentais Distillery.

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THE EVOLUTION OF A MASTER DISTILLER (Page 2)

September 1, 1992: St. Helena, California

The Karakasevic Family releases a line of handcrafted spirits, including Nostalgie (Black Walnut Liqueur), Grappa di Marko and Calvad'or (California Apple Brandy).

All are Single Barrel Releases. A select amount from each new barrel is bottled in a hand-blown glass flask and packed in a wooden box.

November 1993: St. Helena, Napa Valley, CA (Home Base since 1972)

Miles, Marko & Susan Karakasevic build the Winery and Distillery beside their home on Spring Mountain, their home since 1972. Miles designs a new 25 gallon copper Pot-Still. It is the first true cognac style pot still to be made in the U.S. The family now distills with this still and their original 1,000 gallon French-made Alambic Pot-Still in Mendocino County.

April 1994

After three years of work, (including two years of pursuing Washington's BATF bureaucratic permits) PACHANGA Sunroot Spirit is released. Distilled from Sunroots, tubers of the perennial sunflower indigenous to America, it is the very first original American Spirit. Pachanga is also the newest primal spirit to be distilled the world in almost 200 years (the last one was Tequila). It is the inspiration of Miles & his American Spirit.

November 1996

The Karakasevic Family Releases their first barrel of Distillers' Port, made with late harvest Cabernet Sauvignon and five of their own hand-distilled spirits. It is a salute to Miles' son, Marko, who now has committed to carrying on the family heritage as the 13th continuous Generation in the line of the Karakasevic family Winemakers & Distillers.

September 1997

Miles designs and builds a new Still for the distillation of essential oils, which will be used in his future production of perfumes.

Spring 1998

Miles and Marko send in the formulas for California's first Pastis and three flavored Vodkas made with whole fruit. Miles also creates a new California Vermouth from botanicals for Duckhorn Vineyards. Miles goes to the International Perfume Conference in France to further his research for distilling perfume & essential oils.



THE EVOLUTION OF A MASTER DISTILLER (Page 3)

September 1998

Domaine CHARBAY releases **Blood Orange Flavored Vodka**, **Meyer Lemon Flavored Vodka**, and California's first-ever **Pastis** (complete with traditional water decanter).

1999

Miles and Marko distill CHARBAY **Whiskey**. It will age in new, charred American Oak barrels for at least two years. An unusual release program is already planned. **Ruby Red Grapefruit Vodka** and **Key Lime Vodka** are released. Marko takes his Vodkas national. The XIIIth generation has made its mark.

2000

Limited amounts of Cabernet Sauvignon and Port are made. Miles continues to work on new spirits.

2001

Miles and Marko install a bottling line for **100 ML bottles** for spirits. This opens a new gift line for the spirits.

2002

What a year...CHARBAY **Whiskey**, CHARBAY **Vodka**, CHARBAY **Fresh Fruit Vodka 100mls** and CHARBAY **Pastis** (Release Two)

2003 – 20th Anniversary in North America

The adventure of the year: Miles and Marko decided it was time to distill **CHARBAY Rum** and **CHARBAY Tahitian Vanilla Bean Rum**.

2004 – CHARBAY Rum was released. It earned instant recognition as one of the Top 15 Rums of Consequence and various other awards. Marko was called American's own Vodka Visionary. Miles, meanwhile, was already moving on...

2005 – As ever, on the cutting edge of flavors...**CHARBAY Green Tea Vodka** and **Raspberry Vodka** were released.

2006 – This year saw the launch of **CHARBAY Pomegranate Vodka**, as well as the luscious **2003 Oakville Cabernet Sauvignon** and **2005 CHARBAY Rosé**. Many trips to Tequila – research has started.

2007 – CHARBAY Soft launches ultra-premium **Ready-to-Drink Aperitifs (Green Tea + Pomegranate)**

2009 - Charbay Releases **CHARBAY Tequila Blanco**. Distilled in Arandas, Mexico by Miles & Marko. Marko becomes a Master Distiller with the release of his Doubled & Twisted Light Whiskey.

2010 –Charbay **Brandy N0.83 - Alambic Pot Still Brandy - released on Nov. 8**. Long awaited, it is bottled in 750 & 375 size bottles. 100% Folle Blanche, distilled in 1983.

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November 8, 2010 - On this day, Miles Karakasevic became a Grand Master Distiller. He has sourced, distilled hands-on and marketed under his own brand all four of the main spirits categories: Brandy, Whiskey, Rum and Tequila. All are artisan quality and available through the family business or through Charter restaurants and stores.

November 8, 2010 - This is also the day Miles landed on North America as well as his family's Saint's Day, a traditional going back several generations for the Karakasevic family.

2010 – December. Hard frosts. Just learned they did not affect our citrus crops for upcoming vodkas. Marko will be busy making the 2011 batches of fresh fruit flavored vodkas. Our 13 year.

CHARBAY SPIRITS 2010

CHARBAY Black Walnut Liqueur (Nostalgie™)

Rich, intense walnut aromas & meaty walnut flavors that go on and on... We infuse local walnuts for two years with our brandy, and then Miles finishes the Liqueur with a secret blend of spices and a delightful sweetness. Excellent over tapioca pudding or vanilla ice cream. (\$75/375 ML)

CHARBAY Tequila Blanco – Distilled by Miles & Marko in Mexico. The 100% Blue Agaves were grown in the highlands of Mexico. Slow baking, slow fermenting and small copper pot stills, the old school way to make amazing tequila. Each label has the plantation GPS coordinates printed. (\$58/750 ML)

CHARBAY Clear Rum **SOLD OUT**

Triple-distilled from a special blend of sugar cane syrup in our classical Alambic Charentais Pot Still. Barely filtered to preserve body, mouthfeel, and fragrance of tropical sugar cane. Soft, smooth and fragrant... This is one to sip on the rocks. Earned 100 point rating from Wine Enthusiast. (\$35/750 ML)

CHARBAY Tahitian Vanilla Bean Rum

As with all our flavors, we select whole ingredients to extract ourselves. Miles chose Tahitian Vanilla beans account for their exceptional fragrance. They are quite rare - less than 5% of the world's real vanilla supply (no way to guess on how much artificial or so-called "natural" flavoring!!) The flavor is then combined with Charbay Rum. Great on the rocks with soda or a splash of Coke, in a Mojito, with Raspberry vodka... (\$38/750 ML)

CHARBAY Pastis **SOLD OUT**

A Charbay classic since 1998, our Pastis is distilled from a proprietary blend of ingredients including 3 types of Star Anise, licorice root and over 15 other herbs and spices. Add water and let the flavors take your taste buds on a trip around the planet. Enjoy Pastis with fragrant olives or nuts before sitting down to dinner. It is light and refreshing. If you've read "A Year in Provence" or spent time in France, you'll already be primed to enjoy this California Pastis. (\$42/375 ML)

CHARBAY Whiskey, The Series (Release II of original batch) – 1st Whiskey Made with Bottle-Ready Beer

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WINERY & DISTILLERY

In 1999, Miles & Marko spent 6 weeks distilling 24/7. They chose a bottle-ready Pilsner made from 2-row European barley grown & malted in British Columbia (no peat), added choice hops to the mash, and double distilled it in our classical Alambic Charentais Pot Still. The 22 barrels were put into new American White Oak barrels, charred to #3 Gator Skin, and are being released over time. 110 proof (\$325/750 ML)

CHARBAY Clear Vodka - #1 Handcrafted Vodka in the World

Distilled to 192 proof from a blend of corn & rye; not filtered - to preserve body and mouthfeel. Winner of *Food & Wine's* Vodka of the Year, as well as *Spirit Journal's* #1 Vodka 2 years in a row and scored 96-100 points, *Wine Enthusiast*. (\$34/750 ML)

CHARBAY Blood Orange Vodka - Made with 100% organically-grown* Blood Oranges from California, extracted whole (skins & all), then combined with our award-winning Clear vodka. Suggested cocktail: Blood Orange Cosmo (\$34/750 ML)

CHARBAY Ruby Red Grapefruit Vodka - Made with 100% whole Texas Rio Star grapefruit, extracted whole, then combined with our award-winning Clear vodka. Suggested cocktail: Ruby Red Vodka Tonic (\$34/750 ML)

CHARBAY Meyer Lemon Vodka - Made with 100% organically-grown* Meyer Lemons from California, extracted whole (skins & all), then combined with our award-winning Clear vodka. Suggested Cocktail: Meyer Lemon Drop (\$34/750 ML)

CHARBAY Green Tea Vodka – Made with our Distiller's extraction of 4 whole leaf green teas, then combined with our award-winning Clear vodka. Suggested Cocktail: Green Tea Mojito (\$34/750 ML)

CHARBAY Red Raspberry Vodka – Made with 100% fresh Oregon raspberries, combined with our award-winning Clear vodka. Suggested Cocktail: Raspberry Lemonade (\$34/750 ML)

CHARBAY Pomegranate Vodka – Made with 100% organically-grown* California pomegranates (variety: "Wonderful") pressed in-field, then extracted & combined with our award-winning Clear vodka. Suggested Cocktail: Pomegranate Cosmo (\$34/750 ML)

*Fruit will become certified organic in 2011-12 growing season

Other Products

CHARBAY Live Cabernet Vinegar (Napa Valley)

Created using the Orleans fermentation method. Aged 5 years and bottled live. Full-flavored, ready for salads. Our favorite dressing: Sprinkle 2 parts extra virgin olive oil and 1 part of equal amounts of balsamic vinegar & CHARBAY cabernet vinegar over your greens or fresh vegetables. Toss. Enjoy.) This is live vinegar with actual mother in each bottle. It is not pasteurized—save some & continue your own culture – similar to a sourdough starter. (\$22/375 ML)
(Directions included with purchase.)

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The Story Behind CHARBAY Vodka

Why they caught the country's attention back in 1998!

In the mid-90s, Marko predicted the growth of flavored vodkas and saw the niche for creating them with real fruit using the extraction methods his father was teaching him. He said: "Dad, flavored vodkas don't taste like real fruit. Let's distill one that does."

No one else was even thinking about making great tasting vodkas in 1998.

Father and son made their plan for a premium *fresh whole fruit* flavored Vodka series. They visited various growers & walked through groves to see the fruit. Bins of fruit came home with them in Marko's huge Dodge truck.

In 2004, Marko was awarded the title of "Vodka Visionary" by Food & Wine magazine for his contribution to the spirits industry. No other distiller has been given this title since.

Whole, Fresh Ingredients Only

CHARBAY does not buy anything except whole, fresh ingredients. Period. We do not use essences, perfumes, fragrances or so-called "natural flavors." (For an insight into the world of chemical food flavoring, visit the website of International Flavors & Fragrances.)

Secret Extraction Method

Whole fruit, such as organically-grown Blood Orange and Meyer Lemon, are crushed whole - skins and all - and extracted to pull all the flavor and color out. How the extraction is done is THE secret of what makes Charbay Vodka taste so great.

Award-Wining Clear Vodka

The extraction takes a few months. After a few months, the extraction is then blended with our award-winning clear vodka, voted #1 in the world by Spirit Journal for 2 years in a row for its smooth texture, taste and mouthfeel.

Organically-Grown Fruit

As of 2008, Charbay has raised the bar again. Our Blood Orange, Meyer Lemon and Pomegranate Vodkas are made with 100% organically-grown fruit grown from Central California.

4001 Spring Mountain Road, St. Helena, Napa Valley, California 94574

707-963-9327 susan@charbay.com www.charbay.com (10/10)

CHARBAY® is the registered Trademark of DOMAINE CHARBAY WINERY & DISTILLERY.



VODKA FLAVOR NOTES:

Blood Orange Vodka (Now 100% organically-grown fruit!*)

Deep red color, with all the aromas and spicy sweetness of this native Sicilian fruit. Fruit source: Porterville, CA. Season: December to March (approx.) Cocktail Example: Blood Orange Cosmo or Blood Orange Drop

Meyer Lemon Vodka (Now 100% organically-grown fruit!*)

A rare crop; considered the sweetest variety of lemon. Fruit source: Porterville, CA. Season: November to February (approx.) Cocktail Example: Meyer Lemon Drop or Meyer Lemon Bloody Mary

Ruby Red Grapefruit Vodka

Juicy, sweet... instantly familiar. Fruit source: Texas Rio Star. Season: December to April (approx.) Cocktail example: Ruby Red Grapefruit Vodka Tonic or Gigi (with guava nectar)

Raspberry Vodka

Delicate yet so full of fresh raspberries. Fruit Source: Central Oregon. Season: July. While CHARBAY Raspberry Vodka is perfect on the rocks, try it with a splash of sprite, with Vanilla Rum on the rocks or in a Cosmo.

Green Tea Vodka

Flavored with 4 extractions of whole leaf green teas, this one will keep surprising you with its enticing aroma and real tea flavor. Tea Source: China. Season: February. This is perfect on the rocks, or with a splash of lemonade.

Pomegranate Vodka (Now made with organically-grown fruit!*)

Earthy, spicy, and floral. We use nothing but hand picked pomegranates of the Wonderful (variety) Pomegranates. Fruit source: Madera, CA. Season: October. Cocktail example: on the rocks, Pomegranate Cosmo, or Pomegranate Screwdriver.

*Growers are working to become Certified Organic.

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Signature Cocktails

BLOOD ORANGE COSMOPOLITAN

Ritz-Carlton, San Francisco

CHARBAY BLOOD ORANGE VODKA, Cointreau, Cranberry juice, lemon twist

CAPPUTINI

Market, Napa Valley

CHARBAY BLOOD ORANGE VODKA, Kahlua, Espresso in a Chocolate Rimmed Glass

THE HEMMINGWAY

Eastside West, San Francisco

CHARBAY RUBY RED GRAPEFRUIT VODKA, Ruby Red Grapefruit juice, simple syrup

MARTINI HOUSE MEYER LEMON BLOODY MARY

Martini House, Napa Valley

CHARBAY MEYER LEMON VODKA, roasted tomato juice, & more

SUPER RAS LEMON DROP

Bolo Restaurant New York City

“a pinkish Cosmo-like combo of CHARBAY MEYER LEMON VODKA, triple sec, fresh lime juice, shaken with fresh raspberries.”

CONVENT IN CHILE

Town Restaurant- New York City

Kumquats, CHARBAY RUBY RED GRAPEFRUIT VODKA, fresh lime juice, fresh grapefruit juice, cranberry juice, simple syrup. Garnish: kumquats (Cover of New York Magazine)

THE APPALOOSA

Saddles/MacArthur Place, Sonoma, California

CHARBAY MEYER LEMON VODKA, Chambord, Twist of Lemon

L'AMARA

No. 9 Park, Boston, MA

CHARBAY RUBY RED GRAPEFRUIT VODKA, float of foam infused with Campari

POMEGRANATE LEMON DROP

Press Restaurant, Napa Valley, CA

CHARBAY RASPBERRY VODKA, Meyer lemon, simple syrup, pomegranate juice

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A Word from Susan:

Thank you for reaching this point in the Press Release.

We are a family that takes winemaking & distilling to the next level through passion and knowledge. With Marko on board, we carry on 13th generations of our heritage, our artisan distilling craft.

The world passes through our door and our constant promise is to better the expectations of our customers.

We are honored that our customers stay with us through the years. Charbay is sold in some of the finest small resorts(Aman) around the world.

Our mailings are brief because we're always trying to do more then a distillery our size should attempt. The story of Charbay is a word of mouth campaign.

In my heart, I long to see Miles recognized for his lifetime of winemaking & distilling. He and Marko carry on via their hands-on approach. They work the long nights of distilling. They love what they are doing.

Welcome to the story of Charbay... Miles' professional European training combined with Marko's California 'can do' style means the continuum will always be creative quality. Oh, they are creative!

We also have chosen to remain independent. That means smaller. We support as many causes as we are able to reach because through Charbay we can make the world a better place.

If you have any questions, direct them to me and I'll be in touch.

Best Wishes and welcome to Charbay,

Susan and Charbay Family

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