



## 1. Our Story

We are delighted to present Moone-Tsai's rare and remarkable wines, whose pedigree is rooted in an extraordinary combination of exceptional fruit, terroir, and artisanal winemaking. With a commitment- to, and experience-in creating notable wines ...including the production of three celebrated #1-rated wines in the world; we created Moone-Tsai Wines with **the simple mission of crafting the finest wines we-know-how.**

As founders and owners who are entrenched in every aspect of our winery operations, we exercise great care to make sure that the wines we produce supremely reflect the mission by which we abide. Moreover, as devoted and long-time residents of our cherished Napa community, we take special pride in sharing these wines that bear the "best of the best" fruit from among Napa Valley's most prized vineyard blocks.

If age and "domain expertise" count for anything, through the years, we have come to appreciate the essential elements of inspired winemaking and well-crafted wines. Indeed, extraordinary fruit, painstakingly thoughtful winemaking technique, and great French Oak are foundational; ...with our accumulated experience, time-nurtured relationships, core operating values, and unwavering commitment to excellence as the difference-makers.

At Moone-Tsai, we are proud to share these remarkable limited production wines, whose subtle balance of elegance, structure, power and finesse are a striking embodiment of the noble lion, protector of Bacchus, who graces our label.

## 2. Philosophy

Our philosophy is rooted in our approach to winemaking and our long-standing relationships with some of Napa Valley's most heralded growers. Straightforward in concept, but requiring meticulous attention to detail, we start by securing extraordinary fruit available from Napa Valley's most notable vineyards and districts, including Coombsville's Caldwell Vineyard, Oakville's To Kalon, along with coveted blocks on Pritchard Hill and Howell Mountain. While some wineries, regardless of nature's varying conditions, are tied to a specific estate/vineyard year after year; our approach allows us the flexibility to assess and discerningly select grapes to our exacting standards – from among Napa Valley's finest vineyard sources.

With the "best of the best" fruit at the wine's core, our winemaker, Philippe Melka then painstakingly plies his craft; making sure that: *"Where possible, ... the winemaking techniques in the cellar can create a wine that tells the story of the vineyard."* Carrying this approach through every aspect of winemaking, from harvest, to declassification, blending, and barrel/bottle-aging; the end result is a stunning reflection of a core philosophy grounded in a simple, elegant design, and practiced with ardor, persistence, and inspired winemaking.

## 3. People

### MaryAnn Tsai – Co-Founder, Owner

Growing up in a spirited Italian family in Boston, Massachusetts, MaryAnn spent summers helping her grandmother tend a verdant garden featuring rows of vegetables, herbs, and a most precious vineyard. From the last of these, the family celebrated the rite of winemaking; a tradition that young MaryAnn did not fully appreciate until years later.

During her college years, MaryAnn found herself again ensconced in vineyards; this time in a program at the University of Angers, France. Located in the glorious Loire Valley, the idyllic town of Angers epitomized French country living and was the perfect place to spark a willing palate for simple, but well-made wines and inspired cuisine. It was here that MaryAnn caught "the bug" that would fuel her interest in wines, and ultimately inspire her move to Napa, her graduation from Harvard Business School, and the launch of a wonderful wine industry career.

Hired by Mike Moone to join Beringer Wine Estates in 1989, MaryAnn realized a long-standing dream to live and work in the legendary Napa Valley. During this time, and over the next 20+ years, she was involved with producing notable wines and brands, three of which earned the distinction of being named as “Wine Spectator’s #1-rated Wine in the World”. With the creation of Moone-Tsai wines in 2007, MaryAnn and Larry have set their sights on earning a fourth #1 rating...under the Moone-Tsai banner. Alongside their shared pursuit of this endeavor, MaryAnn and Larry are especially proud to raise their two daughters in the fabled Napa Valley that they are pleased to call home.

### **Larry Tsai – Co-Founder, Owner**

As a first generation Chinese-American boy growing up in the lively North Shore neighborhoods of New York’s Long Island, Larry held a fascination for the “yin-yang” that one might confer upon the daily experience. Indeed, in an environment where conventions frequently compelled forced choices (Yankees v. Mets; Ginger v. Maryann; dim sum vs. lox & bagels; etc.), he often instead strayed to permutations of the many possibilities lying therein, and beyond.

While this fascination might have led him to distraction, he was able to synthesize this into a world view that would prepare him for the many opportunities that awaited him in college, and later, in his professional and personal life. After earning degrees at Princeton and the Stanford Graduate School of Business, Larry embarked on a career that enabled him to indulge his intertwining interests in wine, food, and the arts. By way of his experiences across Fortune 500 companies, and atop emerging gourmet/food/lifestyle enterprises and Napa Valley non-profits; Larry has combined his management skills with a calling to create and deliver extraordinary wines and experiences that support the Moone-Tsai credo.

Since taking the winery’s helm in 2010, Larry has moved Moone-Tsai from its infancy to the brand’s current annual production of seven acclaimed wines across 3,000 cases, with distribution in selected U.S. markets and abroad. Along the way, he has found that the simple pleasure of connecting with people who enjoy well-crafted wines is nothing less than divine. Teaching and tasting with the newly impassioned to those more studied and discerning; from Baton Rouge to Bali, Seoul to Sun Valley, Jackson Hole to Jakarta, and Manhattan to Mumbai; he is invariably reminded of how adept Napa Valley wines can be in bringing together people over good times and fine conversation.

### **Mike Moone – Co-Founder**

Mike Moone is up to something. He *always* is. With his passion for ideas, tireless imagination, and a contagious joie de vivre, Mike has burnished a reputation as one of Napa Valley’s most iconic visionaries and enterprise-builders. Born and raised in Santa Monica, California, amidst the breezy beach-boy culture of the 1960’s, Mike grew up living the California dream of endless summers, and limitless promise and possibilities. While this charmed view might have washed out with the undertow, it instead engendered an outlook that Mike carried with him to college and beyond.

Upon graduating from UCLA, he embarked on a career that led him through the upper reaches of classic corporate America. After making his mark in a variety of CEO roles, Mike connected his long-standing passion for wine to building a series of wine-enterprises in the Napa Valley, not the least of which included his storied leadership transforming Beringer Vineyards, the establishment of Silverado Partners, and his involvement as a co-founder of Moone-Tsai wines. With a career spanning nearly 40 years in Napa Valley’s wine history, everyone knows that Mike has been up to something good.

### **Philippe Melka - Winemaker**

Bordeaux-bred, and mentored by the world’s most revered wine masters, Philippe brings to winemaking a philosophy that is elegant in its simplicity, and bewitching to its beholders.

Charming yet humble, straightforward but genteel, Philippe is quick to credit the masterful influences of: Delmas and Masclef from Haut-Brion; Moueix and Berrouet from Petrus; Paul Draper from Ridge; and Michel Rolland from Chateau Pasteur. Notwithstanding Philippe’s disarming modesty, the imprint he has left wherever he has applied his “touch” is unmistakable. Having put the likes of Dominus, Hundred Acre, Bryant Family Vineyards, and Dana Estates

on the map for discerning cabernet enthusiasts; the fact that Robert Parker named Philippe as one of the world's top nine consulting winemakers is no coincidence.

Philippe is creating extraordinary wines for Moone-Tsai that bear the imprimatur of his celebrated winemaking style, and the winery's core artisanal values; all revealed in the classic combination of distinctive vineyard, terroir and fruit. From this, Moone-Tsai proudly presents exceptional wines of concentrated elegance and finesse... beguilingly balanced with strength, power, and subtle exuberance.

#### **4. Accolades**

- Winemaker-**Philippe Melka**: Named by Robert Parker as “...**one of the top 9 winemakers in the world...**”
- “The star among current releases ...with a wine structure that is as precise, supple, and vibrant as Bach’s cello suite.” – *Robb Report*
- “It is rare to see such mastery from a winery ...whose wines demonstrate such extraordinary depth and range of expression. Their latest releases announce the arrival of an important new producer that deserves notice from every dyed-in-the-wool devotee of the grape.” – *California Connoisseurs’ Guide*, October 2014
- Selected and served at the presidential summit attended by **U.S. President Obama**, and China’s President Xi-Jinping; Rancho-Mirage, June 2013

2013 Cor Leonis Cabernet Sauvignon: “... seamless, voluptuously textured ...” **95 points** – Robert Parker’s Wine Advocate

2012 Howell Mountain Hillside Blend: “...a magnificent wine, boasting incredible depth, ...and a majestic texture, and finish. **96 points** – Robert Parker’s Wine Advocate

2012 Sonoma Coast Chardonnay, Charles Heintz Vineyard: “...Full-bodied and impeccably balanced; remarkably rich and very light on its feet. It is a masterful wine that compels contemplation, and it will age famously for many years. **97 points** – *California Connoisseurs’ Guide*

2012 Napa Valley Chardonnay: “...a wine of grand depth and breadth, its near-profligate richness is matched by very careful construction, and its very enthusiastic recommendation comes without caveat or condition.” **95 points** – *California Connoisseurs’ Guide*

#### 2010 Cor Leonis Cabernet Sauvignon

- “Strikingly beautiful, ...delineated, vibrant, gorgeous”; **94 points** – *Robert Parker’s Wine Advocate*
- “Strikingly rich, powerful...Wows with finesse and nuance”; **94 points** – *Jim Laube, Wine Spectator*

#### 2010 Howell Mountain Hillside Blend

- “Spectacular...with terrific aromatics, admirable ripe fruit, richness and a full-bodied mouth-feel;... a big-time winner”; **95 points** – *Robert Parker’s Wine Advocate*

#### 2009 Cor Leonis Cabernet Sauvignon

- “Perfectly integrated, balanced, absolutely fabulous...”; **95 points** – *Wine Enthusiast*

#### 2008 Cor Leonis Cabernet Sauvignon

- “Heart of the lion, indeed. Impressively deep, complex, ...remarkable; ...the most exciting Cab discovery of 2011”; **96 points** – *CA Connoisseurs Guide*
- “Rich, refined, ...tempered by firm minerality”; **96 points** - *Wine Enthusiast*

#### 2008 Napa Valley Cabernet Sauvignon

- 2011 Top 100 Wines of the Year ; **95 points** – *Wine Enthusiast*