



# S.R. TONELLA CELLARS

## OUR STORY

*S. R. Tonella Cellars is the culmination of over 100 continuous years in the wine business in Rutherford, Napa Valley.*

It all started with an earthquake. In 1906 after the great San Francisco earthquake, a huge demand for workers to rebuild the city brought Joseph Ponti, Steve's great uncle, from Italy to San Francisco.

Shortly thereafter, Ponti became the superintendent and initial winemaker at the iconic Beaulieu Vineyards in Rutherford, where he stayed for 43 years. He made the first internationally recognized Cabernet Sauvignon from Napa Valley. In 1939 it won a gold medal at the Golden Gate International Exposition for his 1936 Beaulieu Vineyard Cabernet Sauvignon. Since that time, Cabernet Sauvignon has become synonymous with Rutherford and Napa Valley. Ponti's nephew, Steve's grandfather, Louis Tonella, joined his uncle at Beaulieu when he was just 17 and worked there for several years.

Louis inherited from Ponti vineyards located in the Rutherford viticulture region and the tradition continues to today.

Grape growing and wine production have always been a part of our family history and we continue this heritage and spirit with S. R. Tonella Cellars. Our purpose is simply to make history by crafting the best premium Cabernet Sauvignon and Bordeaux varietals that represent the best of Rutherford and Napa Valley. S. R. Tonella Cellars' aspiration is that our wine is shared to create some small but memorable piece of history with everyone who crosses paths with us.



## PROPRIETOR BIO: STEVE TONELLA



Steve Tonella was born in Napa Valley and grew up living in Sonoma and Rutherford.

From an early age he worked in the vineyards with his father and grandfather. Enjoying the sun and helping in the vineyard by suckering vines (removing unwanted shoots) tying, training, and irrigating formed his early encounters in vineyards. He says he is amazed to have survived as the mode of transportation was the infamous 3-wheeler motorcycles that were accident prone and tipped easily.

Fast forward to the turn of the century when Steve began making wine and

produced small quantities of Cabernet Sauvignon. College took him to Cal Poly San Luis Obispo where he earned a degree in Business Administration. After college, Steve entered the high-tech industry and quickly moved into sales leadership positions that took him around the world. Fluent in both Italian and Spanish, he's lived and worked in Rome, Italy, and Barcelona, Spain, besides stints in England and Japan. During all his travels, the dream of cultivating Rutherford wine never left. After working across three continents, the time had come to resurrect the dream of producing Rutherford Cabernet Sauvignon into a reality: The 2010 was the 'first' of many vintages to come.



## CURRENT RELEASE WINES



### RESERVE SEMILLON 2022 NAPA VALLEY

This wine is sur lie aged in the lightest toast of new French oak to best express the purity of the Semillon variety. Rich golden color integrates with visible body and texture in the this wine. Aromas of citrus give way to brioche and notes of asian pear. The palate rewards with bright notes of lemon, minerality and hints of vanilla evolving to a lingering finish.

Appellation: 100% Rutherford, Napa Valley  
Composition: 89% Organic Semillon, 11% Sauvignon Blanc  
Cooperage: 50/50 French Oak & Stainless Steel – 12 Months  
Harvest Date: Aug 16 - 18

#### OF NOTE:

*Only organic Rutherford appellated Semillon produced  
Vineyard situation on the eastern benchland of Rutherford  
About 1% of Rutherford Appellation is planted in Semillon  
Clones originating from Chateau d'Yquem*



### RESERVE SAUVIGNON BLANC 2022 NAPA VALLEY

Aromas start with orange peel and fresh cut flower notes progressing to asian pear, notes of subtle saline with a whisper of vanilla spice. On the palate, a rewarding balance of luxurious texture creates evolving complexity. Forward notes of citrus, star fruit and nuances of minerality evolve to a harmony of texture, depth, and brightness.

Appellation: 100% Rutherford, Napa Valley  
Composition: 90% Sauvignon Blanc, 10% Organic Semillon  
Cooperage: 50/50 French Oak & Stainless Steel – 12 Months  
Harvest Date: Aug 14 - 18

#### OF NOTE:

*Vineyard situation on the eastern benchland of Rutherford  
Clones originating from Chateau d'Yquem  
Includes 10% organic Semillon  
Drinks like a new world white Bordeaux*



## CABERNET FRANC 2021 COOMBSVILLE

Intense, fragrant aromas of blackberries, blueberries, potpourri and five spice. Full-bodied with rounded tannins and fresh acidity. Rewarding savory spice notes, rich and creamy with a persistent finish.

Appellation: 100% Coombsville  
Composition: 95% Cabernet Franc, 5% Petit Verdot  
Cooperage: 100% French Oak, 70% New – 18 Months  
Harvest Date: Oct 12

### OF NOTE:

*Single vineyard in Coombsville appellation  
Unique microclimate on a hillside with an eastern facing exposure  
Low yields of 2-3 tons per acre.  
We believe this wine expresses the purest form of Cabernet Franc*



## CABERNET SAUVIGNON 2021 RUTHERFORD

Aromas of cassis, bramble, dried herbs, dark chocolate and baking spices. Full-bodied with rounded fine tannins and balanced acidity. Rich and persistent, with a long luxurious finish.

Appellation: Rutherford Bench  
Composition: 100% Cabernet Sauvignon  
Cooperage: 100% French Oak, 70% New – 18 Month  
Harvest Date: Sept 28 - Oct 12

### OF NOTE:

*Estate Cabernet Sauvignon from fourth generation Rutherford vintner features two different exposures and two site specific French clones - 412 + 685  
Vertical cordon trained vines produces a limited yield of 2-3 tons per acre  
Featured in 25+ Michelin starred restaurants*



## BDX BLEND 2019 NAPA VALLEY

Our Reserve BDX Proprietary Blend expresses the complex harmony of luxurious mouthfeel with notes of cassis, spices, well rounded dark fruit & cocoa finalized by opulent lingering tannins with a pleasant lingering finish.

Appellation: Rutherford Bench, Oakville Bench, Stag's Leap  
Composition: Cabernet, Cabernet Franc, Merlot, Petit Verdot  
Cooperage: 100% French Oak, 80% New  
Harvest Date: October 6 - 18

### OF NOTE:

*We've made the BDX Proprietary Red Blend for 8 years prior to our first bottling, testing no less than 30 different vineyards & clones. We start with the 5 noble Bordeaux Varietals predominately from Rutherford, Oakville and Stag's Leap in Napa Valley. We go through a passionate & rigorous blending process to arrive at the best expression of the terroir and vintage.*



## CURRENT TASTING OFFERINGS

*We invite you to join us for a look into our heritage and our limited production winemaking approach, from the vine to the glass.*

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### AT THE WINERY

We invite all guests to enjoy our tasting experiences at The Caves at Soda Canyon.



Enjoy a winery tour followed by a private, seated tasting experience in our cave or patio featuring a flight of current release, handcrafted wines. The property is situated above Stags Leap AVA and features breathtaking views of Napa Valley stretching all the way to San Francisco!

*By Appointment between 11:30am - 3:00pm*  
*Current Release Tasting \$95 per person*  
*Reserve Reds Tasting \$150 per person*

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### THE CHARTER OAK

For guests who prefer a central location with curated light bites or dining options, we are pleased to offer experiences at The Charter Oak on a limited basis.



A restaurant in the heart of the Napa Valley by Chef Christopher Kostow of the Michelin three-starred The Restaurant at Meadowood. Enjoy a curated prix fixe menu paired with a flight of our current releases. Additional dining options are available and supplemental to this tasting upon request.

*By Appointment between 11:30am - 3:00pm*

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**TO LEARN MORE AND RESERVE, CONTACT: [CONCIERGE@SRTCCELLARS.COM](mailto:CONCIERGE@SRTCCELLARS.COM)  
707.955.3008 OR [SRTONELLACELLARS.COM/VISIT](http://SRTONELLACELLARS.COM/VISIT)**



## FEATURED PRESS COVERAGE

# Robb Report

## History in the Making

"In these maverick tendencies, Tonella might feel a bit like David to Napa's Goliaths, but his wine shows the value of hand curation by a smaller grower-producer."

# Decanter

## Best Rutherford 2018 Wines

"As with many Napa Valley 'Reserve' bottlings, the concentration, intensity and treatment-driven notes are elevated here."

# Wine Spectator

## Actor Anthony Anderson "Wines Down' with SRT

"Black-ish lead and sometime Iron Chef America judge Anthony Anderson [poured] a 2017 Cabernet from Rutherford's S.R. Tonella Cellars, a wine with a personal connection."

# CALIFORNIA HOMES

THE MAGAZINE OF ARCHITECTURE  
THE ARTS & DISTINCTIVE DESIGN

## Wine in the Time of Cholera

"S.R. Tonella Cellars Cabernet Sauvignon is the culmination of over 100 continuous years in the wine business in Rutherford, Napa Valley—and the packaging says it all. A large 750 format all black, bold and elegant."



## 100 Years in the Making

"Steve really enjoys what he calls the "bookends of the business" – referring to the two primary components of wine-making – his time spent in the vineyard managing the vines and his time spent in front of people presenting his wines."



## TRADE RESOURCES

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### TRADE PAGE

*Find assets such as spec sheets with highlights, logos, images, press kits and videos:*



[WWW.SRTONELLACELLARS.COM/TRADE/](http://WWW.SRTONELLACELLARS.COM/TRADE/)

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### INSTAGRAM

*Follow along for in-the-moment updates:*



@TONELLACELLARS