



LUNAVINEYARDS

ROOTED BY INNOVATION

Media Lookbook

Revision: July 2020



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Press



Luna Vineyards

A Transformation Takes the Former Niche Winery in a Bold New Direction - With Big Rewards.

BY MICHAEL KOEHN

Since its inception in 1995, Luna Vineyards has held a unique position among Napa Valley wineries. Their focus was concentrated on some of Italy's most popular varietals, including Pinot Grigio and Sangiovese. Their niche approach paid off handsomely, as Luna became one of the largest producers of Pinot Grigio in the Valley by the early 2000s.

After nearly two decades of consistent success with those varietals, in 2015, Luna stakeholders decided to undergo a significant change in strategy, which included the addition of several key members of the leadership team. The new executives brought insights and



expertise which strengthened the sense for the art of wine, thus executing a major renovation in image and direction for the winery. Realigning their focus on renowned Napa Valley varietals such as Cabernet Sauvignon, Chardonnay and Pinot Noir, in addition to the Italian varietals, winemaker Shawna Miller began to craft the wines that would put Luna in competition with some of the biggest and most respected wineries in the world.

With an energized, dedicated new team in place and Miller working her alchemy with grapes sourced from Luna's estate vineyards to fit the brand vision, in the last few years the wine world has taken notice. As Luna

invested in brand awareness, Nisha Singh joined the team in 2016 as VP of Marketing and began to position the winery in a way that was unique from the industry norm. There was an emphasis on listening to consumer feedback, organizing quarterly branding presentations with Luna's creative team to advance a streamlined brand, and expanding the winery's relationship with the media.

"What I love about Luna is that we're a small workforce, but we all have an exciting entrepreneurial spirit," said Singh. "We honed in on the things that could help us progress in the direction we needed to go. We went out with a really strong message and the media began to take notice. They had a clear image of what the Luna brand was all about."

Luna expanded its high-end Luna Vineyards Black Label Estate series by adding several new wines and launched a new luxury label, Luna Vineyards Winemaker's Reserve. Available to the broad marketplace, the wines in this series are available for \$45 to \$65 per bottle. With the new branding came a press kit and a well-defined message about the new direction the winery was taking. With the highly-focused organization and Miller's meticulous winemaking, it wasn't long before Luna began to pile up scores well into the nineties for its Estate, Winemaker's Reserve and trade vintages. Not surprisingly, the wines started to sell out quickly. Their Petit Verdot received a gold medal and scored 95 points at the 2018 Decanter World Wine Awards in London and Luna took home numerous awards at judging competitions

for their Estate Chardonnay, their flagship Canto Super Tuscan (a blend of Sangiovese, Cabernet and Merlot) and Cabernets.

"And what we kept hearing back was, 'how did you do that?'" said Andre Crisp, Luna's President and CEO.

"What we had achieved relatively quickly was seen as something exceptional and out of the norm. Part of that was seeing ourselves as a boutique, hands-on wine producer, and not a big beverage company."

The other key component in Luna's recent success is the way their operational teams work together. With passionate, committed employees, each of the teams is driven by the desire for making Luna successful. Each department is organized as a business unit, with responsibility for their productivity, and all participate in the winery's success.



Luna President, Andre Crisp



Blessing of the Grapes

"Our success has everything to do with the way our teams operate," said Crisp. "It was our collective dream to produce wines that earned 90+ points consistently. Now the industry and consumers are aware of what we're doing. Our hard work has been appreciated and understood, and that, as a vintner, is the validation we look for."

That doesn't mean that Luna will necessarily increase production just to meet the increased demand. "Our commitment is to our members and customers first, and we're content with being a small lot producer," Crisp explained. "Everything we make is carefully managed by human hands. Everything we produce is farmed by hand and bottled by hand here at our facility and we're not looking to add new sources of production. What's gratifying is that, from 1995 to 2015, we'd been making wine for twenty years, and at that point, we transformed ourselves from a niche winery to a winery that is recognized across the wine world at large."

"We haven't neglected the varietals that got us started, but we're excited about the direction and the reception we've had in creating our Estate and Winemaker's Reserve wines," said Singh. "We think we are unique and differentiated, offering more varied wines for a wide group of consumers. We can attract new customers with our expertise in producing core Napa Valley favorites, but we can also say we'd like to introduce you to other interesting varietals, like our Petite Sirah or Petit Verdot."

LUNA
VINEYARDS

707-255-5862 // www.lunavineyards.com
2921 Silverado Trail, Napa, CA 94558

Pinot Gris

Luna Vineyards

2016 Estate Pinot Grigio, 1,700 cases, \$32

Shawna Miller was born in Virginia and received a B.S. degree in forestry from **Virginia Tech**. After visiting Napa Valley, she opted into the wine business. She worked at several Napa Valley wineries, including **Beaulieu Vineyards** and **Rombauer Vineyards**. She also worked in New Zealand and Australia, maximizing her learning opportunities. She is currently wine-maker for **Luna Vineyards** where she has worked for eight years.



We concentrate more on Brix than either TA or pH because we want to keep the alcohol down. We also don't want the grapes to get too ripe because that brings out banana character, which we don't like.

"Grapes are harvested at night and then whole cluster-pressed where they receive 50 ppm SO₂ at the press pan. We use a Champagne cycle on the press, trying to minimize phenolics and bitterness. We usually don't need to make any acid additions. The juice gets a 2 pounds per 1,000 gallon addition of bentonite to compact lees and remove any pinking, and then a 36 hour cold soak at 40° F. We use GoFerm at the start and Fermaid O twice during fermentation, which is carried out between 55° F to 60° F. We use a wide range of yeasts. The wine is fermented mostly in stainless steel tanks with about 40 percent being fermented in five-year-old neutral barrels. Once the wine is dry, we stir the lees weekly for about six months.

"The wine gets racked at bottling, unless we have an issue, where we might rack an additional time. We cold-stabilize by chilling tanks and test to see if additional bentonite is required for heat stability. We sterile-filter using cross-flow filtration and use cork closures. The wine receives two to three months in bottle before release."

According to Miller:

"We are attempting to create a balance between Old World and New World styles of Pinot Grigio. We want crisp fruit notes of citrus, lemon and grapefruit with a rounded mouthfeel. We look for lemon pie aromas with some light flowers, like jasmine, along with lemon custard flavors in the mouth. We try to avoid bitterness and heavy phenolics.

"Our vineyard is adjacent to the river, so our soil is primarily sandy loam at an elevation of 100 feet. Vine spacing is 10x6 feet, and the vineyard is irrigated. Our clones are 146 and 154 planted on 5C and SO4 rootstock to help control vigor. Our farming practices are non-certified organic. We use no pesticides. We will drop fruit to manage crop size and do some canopy thinning, mostly on the shade side, but still want to protect from sunburn. We will thin more heavily in rainy vintages where Botrytis can be an issue.

"To pick, we look for the skins to grey and the seeds to turn brown. We want the flavors to leave the realm of green apples and move to tart lemon or lemon pie.



22 August 2018 WBM

Wine Spectator Awards

LUNAVINEYARDS
Pinot Noir, Sta. Rita Hills 2016

91
POINTS



LUNAVINEYARDS
Cabernet Sauvignon, Napa Valley 2015

90
POINTS

Robert Parker
WINE ADVOCATE



90
POINTS



90
POINTS



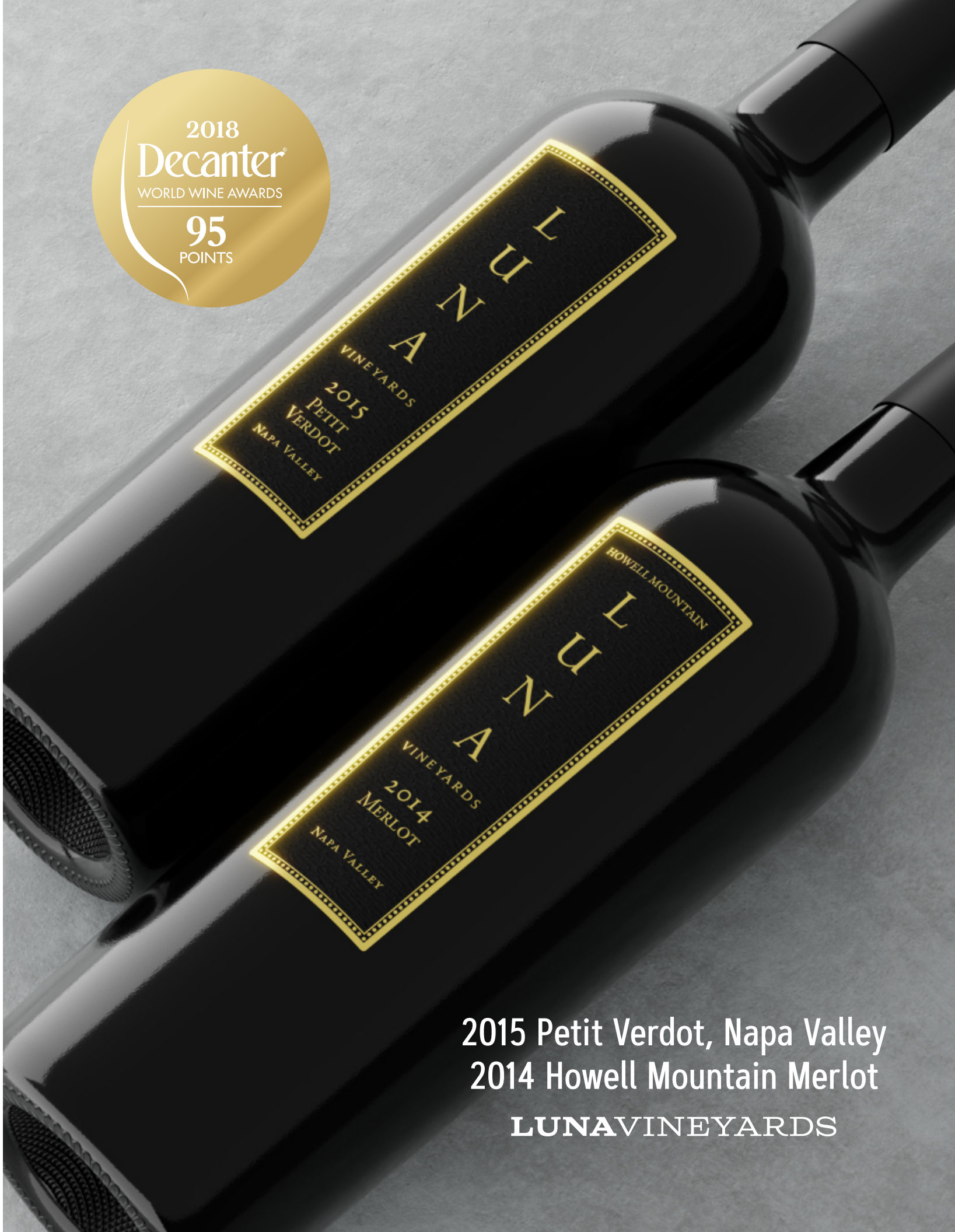
91
POINTS

2016 SUNSET INTERNATIONAL WINE COMPETITION

Gold & Best in Class Award-Winning Wines



WINE	VINTAGE	SCORE
Luna Vineyards Sangiovese Classico	2016	90 Points
Luna Vineyards Estate Pinot Grigio	2018	91 Points
Luna Vineyards Sangiovese Riserva	2016	91 Points



2015 Petit Verdot, Napa Valley
2014 Howell Mountain Merlot
LUNAVINEYARDS

Saving
The Best for Last



Mille Baci 2015, Luna Vineyards

92 WINE ENTHUSIAST
POINTS Best of Year 2017

LUNAVINEYARDS
www.LunaVineyards.com

Decanter

2019 Decanter World Wine Awards

- Luna Vineyards Petit Verdot 2016, 95pts, Gold
- Luna Vineyards Cabernet Sauvignon 2016, 95pts, Gold

WINE ENTHUSIAST

- Luna Vineyards Winemaker's Reserve Sangiovese 2016, 90pts
- Luna Vineyards Winemaker's Reserve Chardonnay 2017, 90pts
- Luna Vineyards Winemaker's Reserve Cabernet Sauvignon 2016, 91pts

Wine Spectator

- Luna Vineyards Winemaker's Reserve Pinot Noir 2017, 92pts
- Luna Vineyards Howell Mountain Merlot 2016, 93pts

San Francisco Chronicle WINE COMPETITION

- Luna Vineyards Winemaker's Reserve Cabernet Sauvignon 2016, Double Gold
- Luna Vineyards Winemaker's Reserve Chardonnay 2017, Gold
- Luna Vineyards Winemaker's Reserve Sangiovese 2016, Silver

Sunset INTERNATIONAL WINE COMPETITION 2019

- Luna Vineyards Winemaker's Reserve Sangiovese 2016, Double Gold
- Luna Vineyards Cabernet Sauvignon 2016, Gold
- Luna Vineyards Estate Chardonnay 2017, Gold
- Luna Vineyards Cabernet Sauvignon 2015, Gold

LUNAVINEYARDS

PRESS |



Wine Competitions

WINE

Luna Black Label Cabernet Sauvignon

VINTAGE

2017

SCORE

98 Points–SI
91 Points–IWWC



Sunset

INTERNATIONAL WINE COMPETITION

98 PTS

Sunset

INTERNATIONAL WINE COMPETITION

DOUBLE GOLD 2020

INTERNATIONAL WOMEN'S WINE COMPETITION

GOLD

98 Points, Double Gold

2020 Sunset International

91 Points, Gold

2020 International Women's Wine Competition

WINE

Luna Black Label Canto Super Tuscan

VINTAGE

2016

SCORE

93 Points–IWWC



INTERNATIONAL WOMEN'S WINE COMPETITION

BEST OF CLASS

INTERNATIONAL WOMEN'S WINE COMPETITION

GOLD

93 Points, Gold–Best of Class

2020 International Women's Wine Competition

WINE	VINTAGE	SCORE
Luna Black Label Mille Baci Late Harvest	2017	91 Points-SI 93 Points-IWWC



93 Points, Gold
2020 International Women’s Wine Competition

91 Points, Gold
2020 Sunset International

Gold, 2019 The Fifty Best

WINE	VINTAGE	SCORE
Luna Black Label Chardonnay, Wente	2018	92 Points
Luna Black Label Petit Verdot	2016	91 Points
Luna Black Label Sangiovese, Classico	2017	91 Points



A scenic view of a vineyard at sunset. In the foreground, rows of grapevines are visible, with some leaves in sharp focus on the left. The background features rolling hills and mountains under a dramatic sky with orange and blue hues. A white text box is overlaid on the right side.

Luna Estate

WINE

Luna Vineyards Estate Chardonnay, Dijon Clone

VINTAGE

2017

SCORE

92 Points



New Fall Release



92 Points, Robert Parker

WINE

Luna Vineyards Cabernet Sauvignon

VINTAGE

2017

SCORE

90 Points



90 Points, Robert Parker

WINE
Luna Vineyards Cabernet Sauvignon

VINTAGE
2015

SCORE
92 Points



92 Points, Robert Parker



WINE
Luna Vineyards Cabernet Sauvignon

VINTAGE
2016

SCORE
91 Points



91 Points, Robert Parker



WINE
Luna Vineyards Cabernet Sauvignon

VINTAGE
2015

SCORE
90 Points



WINE
Luna Vineyards Merlot, Howell Mountain

VINTAGE
2016

SCORE
93 Points



Wine Spectator, July 31, 2019

“California Merlot is reaching new heights as vintners hone their formula, including keeping crop yields low in the vineyard and astutely managing tannins in the cellar. Napa Valley maintains its dominance, and both mountain and valley floor bottlings are represented here. Look for **POWERFUL** and precise versions from mountain districts such as Howell Mountain and Mount Veeder; plusher and ripe flavor profiles are the hallmarks of valley fruit.”

by Marvin R. Shanken

Merlot Howell Mountain 2016

Score: **93** | \$85

WS REVIEW: Medium-grained tannins support the concentrated dark plum, red currant and dried raspberry flavors. Intense minerality lingers on the pure and powerfully focused finish, with plenty of dried savory notes. Drink now through 2025.

—K.M



WINE

Luna Vineyards Cabernet Sauvignon, Atlas Peak

VINTAGE

2016

SCORE

Gold



Gold, San Francisco International Wine Competition

WINE

Luna Vineyards Petit Verdot

VINTAGE

2016

SCORE

Gold

Decanter

This is to certify that

LUNA VINEYARDS
Petit Verdot 2016
Napa Valley, California, USA

Has been awarded a GOLD MEDAL

95 POINTS

Steven Spurrier, CHAIRMAN EMERITUS

Andrew Jefford, CO-CHAIR

Sarah Jane Evans MW, CO-CHAIR

Michael Hill Smith MW, CO-CHAIR



Decanter
WORLD WINE AWARDS
GOLD

WINE
**Luna Vineyards Cabernet Sauvignon
Howell Mountain**

VINTAGE
2015

SCORE
90 Points

Decanter

This is to certify that

LUNA VINEYARDS
Howell Mountain Cabernet Sauvignon 2015
Napa Valley, California, USA

Has been awarded **90 POINTS**

Steven Spurrier, CHAIRMAN EMERITUS

Andrew Jefford, CO-CHAIR

Sarah Jane Evans MW, CO-CHAIR

Michael Hill Smith MW, CO-CHAIR



WINE
Luna Vineyards Cabernet Sauvignon

VINTAGE
2016

SCORE
Gold



This is to certify that

LUNA VINEYARDS
Cabernet Sauvignon 2016
Napa Valley, California, USA

Has been awarded a **GOLD MEDAL**

90 POINTS in the Decanter Asia Wine Awards

Poh Tiong Ch'ng, VICE-CHAIR

Michael Hill Smith MW, VICE-CHAIR

Jeannie Cho Lee MW, VICE-CHAIR

Sarah Jane Evans MW, VICE-CHAIR

Andrew Jefford, VICE-CHAIR

Li Demei, VICE-CHAIR

Hiroshi Ishida, VICE-CHAIR



WINE
Luna Vineyards Cabernet Sauvignon

VINTAGE
2016

SCORE
94 Points



WINE
Luna Vineyards Cabernet Sauvignon

VINTAGE
2016

SCORE
93 Points



WINE
Luna Vineyards Canto Super Tuscan

VINTAGE
2015

SCORE
92 Points



WINE
Luna Vineyards Cabernet Sauvignon
Luna Vineyards Merlot, Howell Mountain

VINTAGE
2015

SCORE
93 Points
93 Points



DOUBLE GOLD, 93 PTS
12TH AMERICAN FINE WINE COMPETITION

WINE	VINTAGE	SCORE
Luna Vineyards Cabernet Sauvignon	2016	Gold
Luna Vineyards Estate Chardonnay, Dijon Clone	2017	Gold
Luna Vineyards Cabernet Sauvignon	2015	Gold



WINE	VINTAGE	SCORE
Luna Vineyards Mille Baci	2017	Gold Medal
Late Harvest Pinot Grigio		





Winemaker's Reserve

WINE
Luna Vineyards Cabernet Sauvignon

VINTAGE
2017

SCORE
90 Points



WINE
Luna Vineyards Cabernet Sauvignon

VINTAGE
2016

SCORE
90 Points



WINE
Winemaker’s Reserve Chardonnay

VINTAGE
2018

SCORE
95 Points



Winemaker’s Reserve Chardonnay, 2018

Score: 95 | SRP: \$45

JEB’S REVIEW: All from Napa Valley, the medium gold-colored 2018 Chardonnay Winemaker’s Reserve offers a rockingly good bouquet of ripe stone fruits, honeyed citrus, toasted bread, and hints of spice. This carries to a rich, full-bodied Chardonnay that has a layered, opulent texture, moderate acidity, and a great finish. Classic Napa Valley goodness all the way, drink it over the coming 2-4 years.

—JEB DUNNUCK



WINE
Winemaker’s Reserve Cabernet Sauvignon

VINTAGE
2016

SCORE
90 Points



WINE	VINTAGE	SCORE
Winemaker's Reserve Sangiovese	2016	90 Points
Winemaker's Reserve Chardonnay	2017	90 Points
Winemaker's Reserve Cabernet Sauvignon	2016	91 Points



WINE	VINTAGE	SCORE
Winemaker's Reserve Pinot Noir	2017	92 Points

Wine Spectator, May 13, 2019

“There are nearly 800 miles between California’s north and south borders, and more than 100 American Viticultural Areas (AVAs) in between. Many of those AVAs are situated near the state’s massive coastline, and thus are well-suited to Pinot Noir, which thrives in cooler locales. California’s vast reaches are on display in this week’s selection, highlighting a variety of Pinot Noir styles from several notable regions, each notching 90 points or higher in recent tastings.

Starting in the south, we have two wines from Sta. Rita Hills: one from Santa Barbara winery Brewer-Clifton, and the other from Napa-based Luna. Both wines go through whole-cluster fermentations and used barrels, yielding balanced expressions of the grape, with structure, earth and spice notes.

Slingshotting to the far north leads us to Masut’s Eagle Peak Pinot Noir. Brothers Jake and Ben Fetzer are among the few vintners with vines in this relatively new and mountainous appellation in Mendocino County. The high elevation of the area (between 800 and 3,200 feet) provides ample sun exposure, but also cooler nighttime temperatures, balancing fruit ripeness with fresh acidity. This results in rich and concentrated wines with crunchy acidity.

And don’t miss everything in between. Not far from Eagle Peak lies Anderson Valley, where Kendall-Jackson makes a ripe and fruity style. Flowers and CrossBarn offer exemplary coastal versions. Acacia and Morgan also highlight their particular climates with a generous and spicy Carneros Pinot, and a juicy and finely textured version from Santa Lucia Highlands, respectively.”

by Aaron Romano

Pinot Noir Sta. Rita Hills Winemaker’s Reserve 2017

Score: 92 | \$45

WS REVIEW: Delicate, complex and lengthens out nicely with a mix of underbrush and dried berry flavors that are supported by firm acidity. Rich finish has dried meat and cedary accents, with some creamy hints. Drink now through 2023. 1,081 cases made.
—K.M.



WINE	VINTAGE	SCORE
Winemaker's Reserve Cabernet Sauvignon	2016	Double Gold
Winemaker's Reserve Chardonnay	2017	Gold
Winemaker's Reserve Sangiovese	2016	Silver

WINE	VINTAGE	SCORE
Winemaker's Reserve Cabernet Sauvignon	2016	92 Points

San Francisco Chronicle
WINE COMPETITION
THE LARGEST COMPETITION OF AMERICAN WINES



WINE
Winemaker's Reserve Cabernet Sauvignon

VINTAGE
2016

SCORE
Double Gold
90/92 Points



WINE
Winemaker's Reserve Sangiovese

VINTAGE
2016

SCORE
Best of Class
Double Gold





Enterprise

WINE	VINTAGE	SCORE
Luna Vineyards aCrisp Chardonnay	2017	Gold 93 Points



93 Points



2017 aCRISP Chardonnay
Gold Medal
2019 International Wine & Spirits Competition
Sommelier Challenge



Awards Index



Luna Black Label 2016 Petit Verdot

- 91 Points, Gold, 2020 Sunset International



Luna Black Label 2017 Cabernet Sauvignon

- 98 Points, Double Gold, 2020 Sunset International
- 91 Points, Gold, 2020 International Women’s Wine Competition



Luna Black Label 2016 Canto Super Tuscan

- 93 Points, Best of Class, Gold, 2020 International Women’s Wine Competition



Luna Black Label 2017 Mille Baci Late Harvest

- 91 Points, Gold, 2020 Sunset International
- 93 Points, Gold, 2020 International Women’s Wine Competition



Luna Black Label 2018 Chardonnay Wente

- 92 Points, Gold, 2020 Sunset International
- 91 Points, Gold, 2020 International Women’s Wine Competition



Luna Black Label 2017 Sangiovese Classico

- 91 Points, Gold, 2020 Sunset International



Luna Vineyards 2015 Pinot Grigio Reserve, Napa Valley

- Gold, 10th Annual American Fine Wine Invitational
- Gold, Best of Class, 2016 Sunset International Wine Competition
- Best of Class, 2017 San Francisco Chronicle Wine Competition
- 91 Points, Wine Enthusiast Magazine



Luna Vineyards 2015 Estate Dijon Chardonnay, Napa Valley

- 92 Points, Wine Enthusiast
- 91 Points, Wine Advocate



Luna Vineyards 2016 Minuet Sangiovese Rosé, Napa Valley

- 90 Points, Wine Enthusiast



Luna 2015 Mille Baci

- 92 Points, Wine Enthusiast



Luna 2015 Petit Verdot

- 95 Points, Gold, Decanter



Luna Vineyards 2016 Cabernet Sauvignon, Atlas Peak

- 93 Points, James Suckling
- 94 Points, Jeb Dunnuck
- 91 Points, Robert Parker



Luna Vineyards 2014 Sangiovese Riserva, Napa Valley

- Gold, Sommelier Challenge, San Diego



Luna Vineyards Cabernet Sauvignon, Napa Valley

- 92 Points, James Suckling, 2014 Cabernet
- 91 Points, Wine Enthusiast, 2014 Cabernet



Luna Vineyards 2016 Wente Chardonnay

- 90 Points, Wine Advocate



Luna Vineyards 2014 Winemaker's Blend, Napa Valley

- Gold, 2017 Sunset International Wine Competition
- Gold, Lake Tahoe Autumn Wine and Food Festival



Luna Vineyards Howell Mountain Cabernet Sauvignon

- 91 Points (Cellar Select) Wine Enthusiast, 2014
- 92 Points, Wine Spectator, 2014
- 92 Points, Robert Parker, 2015
- 91 Points, Wine Spectator, 2015
- 92 Points, James Suckling, 2016
- 12th American Fine Wine Competition, Double Gold, 2015



Luna Vineyards Howell Mountain Merlot

- 95 Points, Decanter, 2014
- 93 Points, Robert Parker, 2015
- 92 Points, Wine Spectator, 2015
- 12th American Fine Wine Competition, Double Gold, 2015
- 93 Points, Robert Parker, 2016
- 92 Points, Jeb Dunnuck, 2016



Luna Vineyards 2015 Cabernet Sauvignon, Napa Valley

- 91 Points, James Suckling
- 92 Points, Jeb Dunnuck
- 90 Points, Wine Spectator
- 91 Points, Robert Parker, 2016
- 93 Points, James Suckling, 2016



Luna Vineyards 2014 Sangiovese Classico, Napa Valley

- Best of Class, 10th Annual American Fine Wine Invitational
- Double Gold, 2017 San Francisco Chronicle Wine Competition
- 97 Points, Double Gold, 2017 SF International Competition



Luna Vineyards Canto Super Tuscan, Napa Valley

- 90 Points, Wine Enthusiast, 2014 Canto
- 92 Points, James Suckling, 2015 Canto
- 92 Points, Jeb Dunnuck, 2015 Canto
- Gold, 2019 San Francisco Chronicle Wine Competition



Luna Vineyards 2015 (Blue Label) Cabernet

- 90 Points, Wine Spectator



Luna Vineyards 2016 (Blue Label) Chardonnay

- Gold, Sommelier Challenge, San Diego
- Gold, 2018 San Francisco International Wine Competition
- Best in Class (by Varietal and Country) London Wine Competition



aCRISP 2015 Chardonnay

- Gold, 2018 Rodeo Uncorked® International Wine Competition



Luna Vineyards 2012 (Blue Label) Pinot Noir, Sta. Rita Hills

- Gold, 2018 San Francisco Wine Competition

Luna Vineyards 2016 (Blue Label) Pinot Noir, Sta. Rita Hills

- Gold, 12th American Fine Wine Competition
- 91 Points, Wine Spectator



Luna Vineyards 2016 Winemaker's Reserve Chardonnay

- 90 Points, Wine Advocate
- 90 Points, Wine Enthusiast
- Gold, 2019 San Francisco Chronicle Wine Competition, 2017



Luna Vineyards 2016 Winemaker's Reserve Cabernet Sauvignon

- 92 Points, James Suckling
- 91 Points, Wine Enthusiast
- 90 Pints, Jeb Dunnuck
- 90 Points, Robert Parker
- Double Gold, 2019 San Francisco Chronicle Wine Competition



Luna Vineyards 2017 Pinot Noir

- 92 Points, Wine Enthusiast



Luna Vineyards 2016 Sangiovese

- 90 Points, Wine Enthusiast