



**LAIRD**  
FAMILY ESTATE

## A PREMIUM NAPA VALLEY WINE STORY

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The Lairds are a farming family in Napa Valley—Ken and Gail Laird established the winery in 1999 after 30 years of growing grapes for other wineries. The winery is in the heart of the Oak Knoll district on the west side of St. Helena Highway, near the Oak Knoll crossroad.

Ken's children, Justin and Rebecca, are integral to the family business. Justin manages the vineyards, which now have grown into the largest vineyard holdings in Napa Valley. Rebecca is the General Manager of the Winery—in addition to the small amount of Laird wines; the winery also produces wine for 62 fine boutique brands in Laird's custom crush operation.

Paul Hobbs has been making the Laird family wines since the first vintage in 1999. He is an internationally acclaimed winemaker. Prior to starting his own label and consulting business, Paul worked for Robert Mondavi, Opus One and Simi. He selects grapes for Laird wines from eight vineyards, which make up less than 3% of Laird vineyard holdings. To achieve maximum ripeness from these cooler climate vineyards, Paul lengthens the grape hang-time. All but one of the wines are 100% varietal, so the wines exhibit the focused flavor of the individual grapes. Laird wines have intensity, balance, and weight—and they age well. In 2007 Julian Gonzalez joined the Paul Hobbs team

and has become increasingly more involved in the making of Laird wines.

Laird Family Estate concentrates on selecting quality grapes from their Napa and Sonoma vineyards using specific single vineyards to express the individual qualities of the varying microclimates. The only non-single vineyard wines produced are the Red Wine “Jillian's Blend” named for Rebecca Laird's daughter, born in 2005, and the Napa Valley Cabernet Sauvignon.

The Laird single-vineyard Chardonnays are sourced from two vineyards; the 300-acre Cold Creek Ranch on the Sonoma side of Carneros and the Red Hen Ranch located behind the winery in Napa Valley. The Suscol Ranch Merlot is on the Chardonnay Golf Club estate, located in Jamieson Canyon, a south Napa canyon with its own unique micro-climate. The three Laird Cabernet Sauvignons are grown in the classic Yountville AVA in the heart of Napa Valley Cabernet country. The flagship Napa Valley Cabernet Sauvignon is a blend of Flat Rock Ranch, Mast Ranch and State Lane vineyards. It exhibits the complexity and quality Napa has become known for. Newly released Flat Rock Ranch, located on the valley floor of Yountville, offers a unique style and elegance—where the Mast Ranch, hillside vineyard, provides rich intensity.