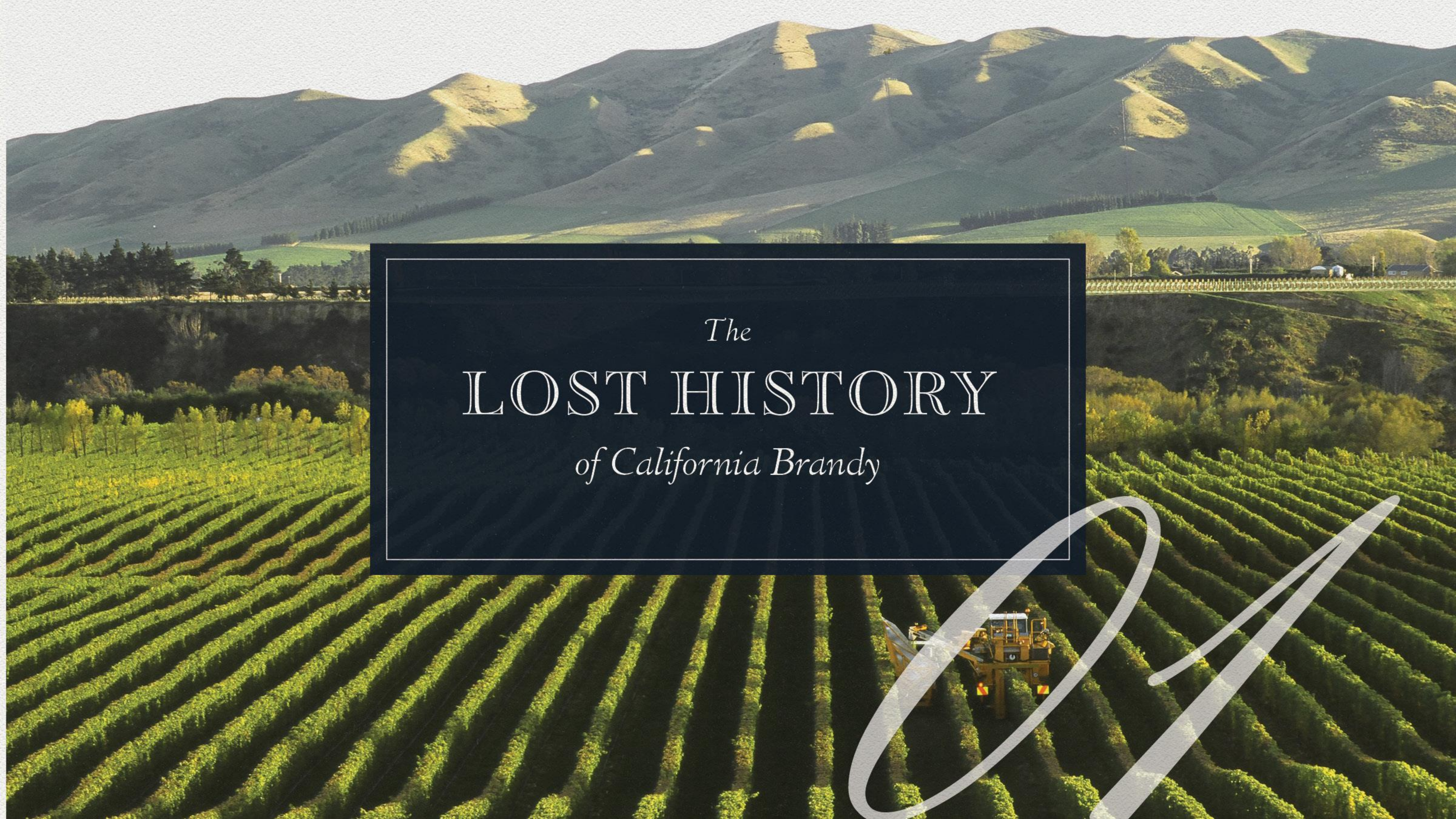


CALIFORNIA BRANDY

REDISCOVERING CALIFORNIA'S NATIVE SPIRITS

PORTLAND COCKTAIL WEEK, 2020



The
LOST HISTORY
of California Brandy



CALIFORNIA MISSIONS
THE BIRTHPLACE OF WINE & BRANDY PRODUCTION

The Gold Rush

1848

1855

1848

DISCOVERY OF
GOLD AT SUTTER'S MILL
NEAR SACRAMENTO

1848-1855

THE POPULATION
OF CALIFORNIA
INCREASES 300%

BRANDY PREFERRED OVER WHISKEY

Map of the UNION PACIFIC RAILROAD and its Connections.

The Brandy Train



TRANSCONTINENTAL
RAILWAY

MAY 10TH 1869



EUROPE



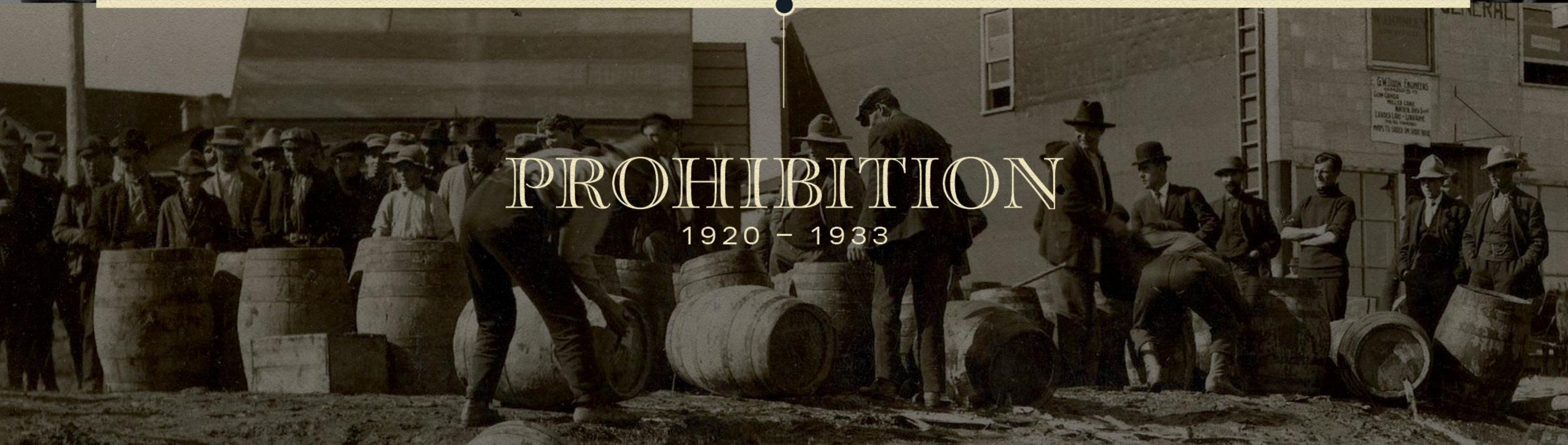
CHICAGO



NEW YORK



THE GOLDEN AGE
OF CALIFORNIA BRANDY



PROHIBITION

1920 - 1933

Post Prohibition Market



GREAT DEPRESSION TAKES HOLD OF THE NATION

1929-1941

BRANDY EXPENSIVE AND TIME CONSUMING TO PRODUCE, VINEYARDS TORN OUT DURING PROHIBITION

1933-1941

Old Crow

STRAIGHT WHISKEY
RYE - BOURBON

For a Century... One of the Best!



CONSUMERS OPTED FOR LESS EXPENSIVE WHISKEY, TASTES MIGRATING WITH THEIR POCKETBOOKS

1933-1945

BRANDY IS MOSTLY CALIFORNIA GRAPES OR EAST COAST APPLES

1933-1945

BIG CA



KENTUCKY STRAIGHT BOURBON WHISKEY
BOTTLED BY
General Distillers Corporation
OF KENTUCKY
LOUISVILLE, KENTUCKY

1941-1945

WORLD WAR II DRAWS LABOR TO WAR EFFORT

1960

Tired of Brand X?



Brandy

BRANDY CONSUMPTION GROWS BY 400% FROM POST PROHIBITION FIGURES

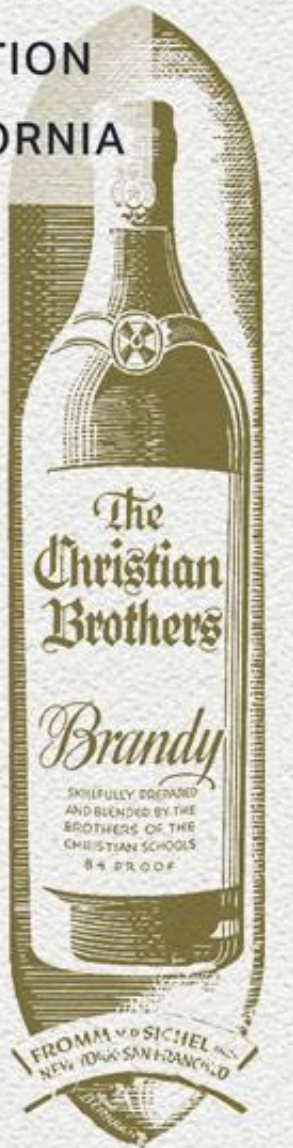
1968



GALLO RELEASES THE 1ST E & J GALLO BRANDY

1970

FOUR PRODUCERS CONTROL 90% OF BRANDY PRODUCTION IN CALIFORNIA



GROWTH BUT STILL ROADBLOCKS - TASTES CHANGE

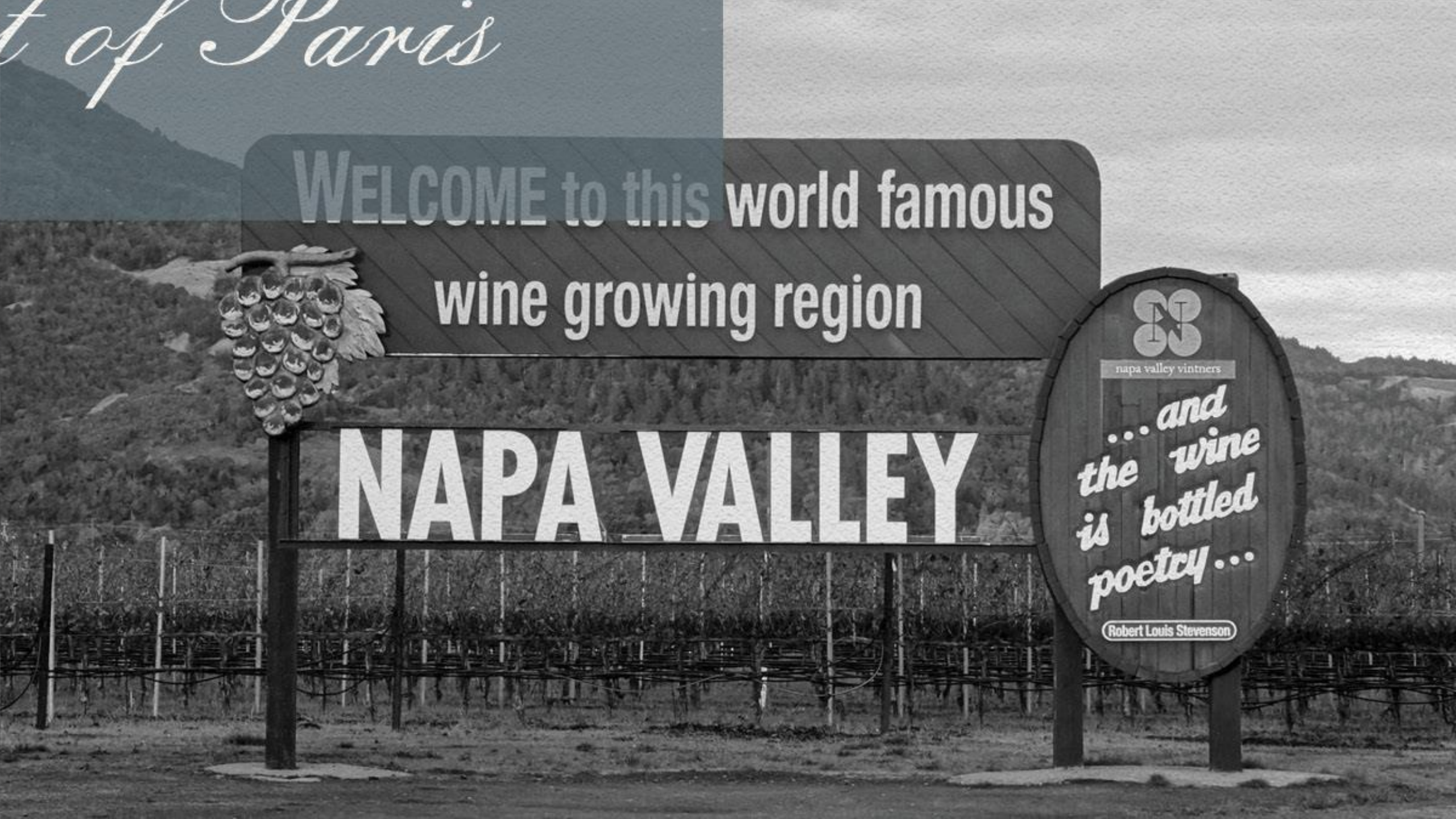


Judgment of Paris

WELCOME to this world famous
wine growing region



NAPA VALLEY



Birth of a New Golden Age!



THE 1980'S
MARK A RETURN
TO THE
TRADITIONAL ART
OF POT STILL
DISTILLING



RENEWED
INTEREST IN
QUALITY BRANDY
AS SMALL
PRODUCERS PUSH
THE TIMIT



2001
PASS THE
COURVOISIER.
COGNAC FINDS A
NEW MARKET



2011
OVER 30 CRAFT
DISTILLERS OF
BRANDY IN THE
USA



2012
CHINA SURPASSES
THE USA IN
DEMAND FOR
BRANDY



ARGONAUT,
GEMAIN-ROBIN
AND OTHERS.
A BRIGHT
FUTURE!

UNLIMITED POSSIBILITIES



California Wine Grapes



1

FLAVORFUL GRAPES



2 CLIMATE



3 HARVEST





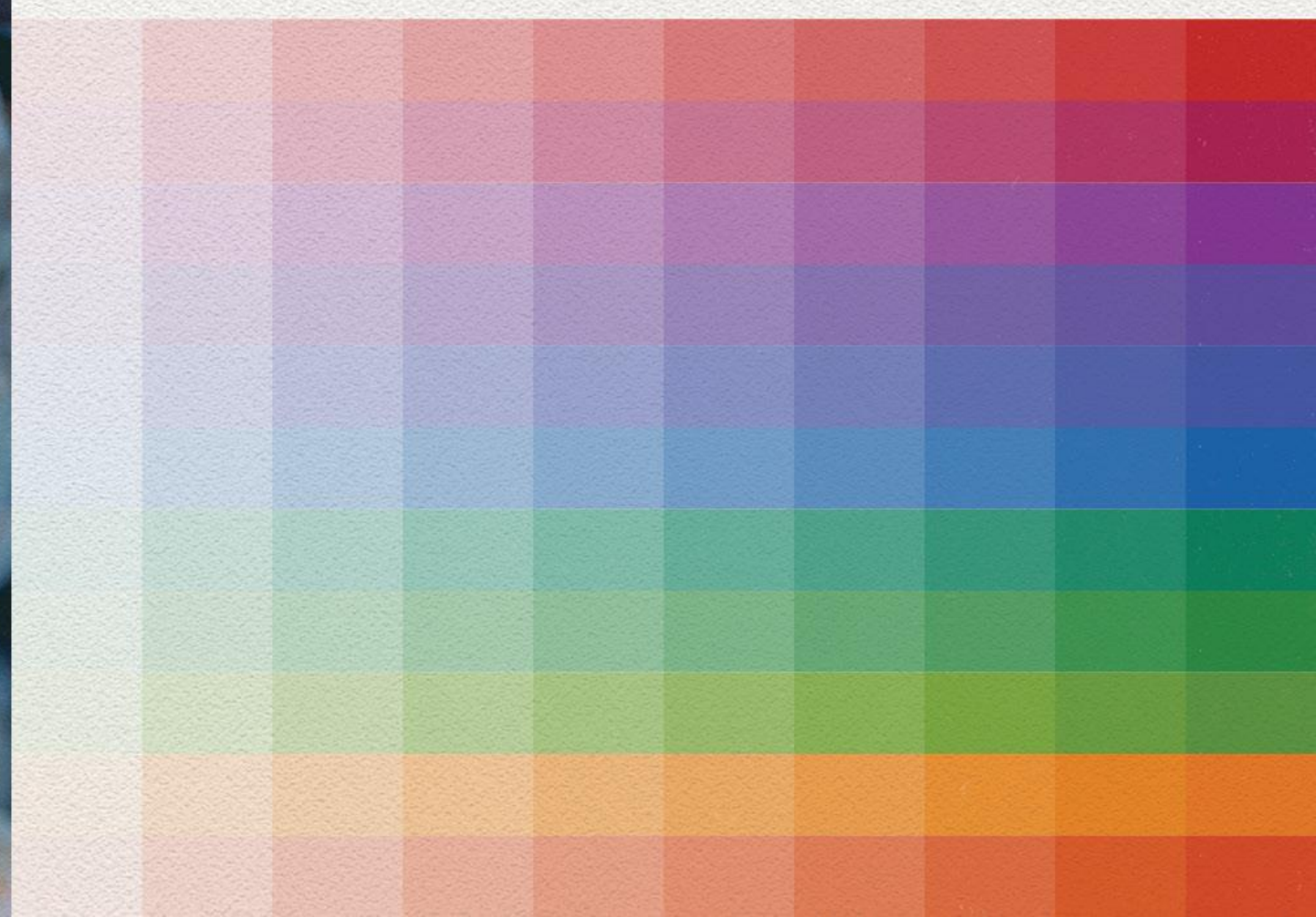
4

THE WIDE
PALETTE OF...

FLAVOR PROFILES
AFFORDED BY OTHER
BASE DISTILLATES



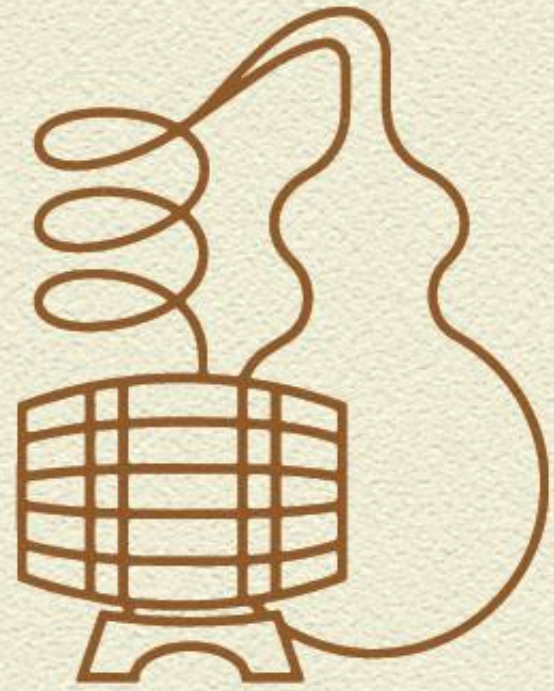
FLAVOR PROFILES
AFFORDED BY DISTILLING
CALIFORNIA GRAPES



A woman with blonde hair wearing a red hat with a yellow chin strap looks upwards. In the background, a person in a black jacket holds a large glass of water. The scene is set against a blue and white background.

Freedom to Innovate

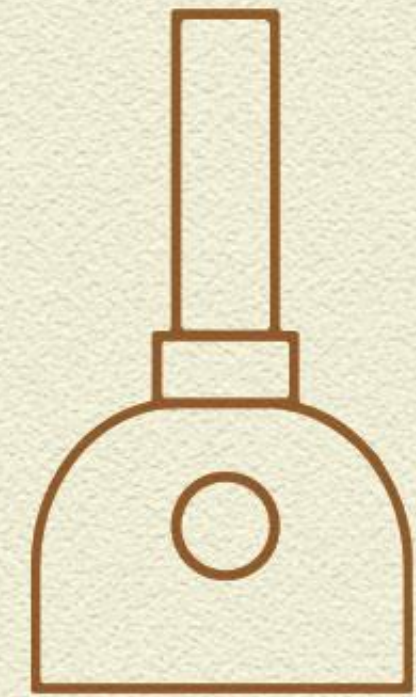
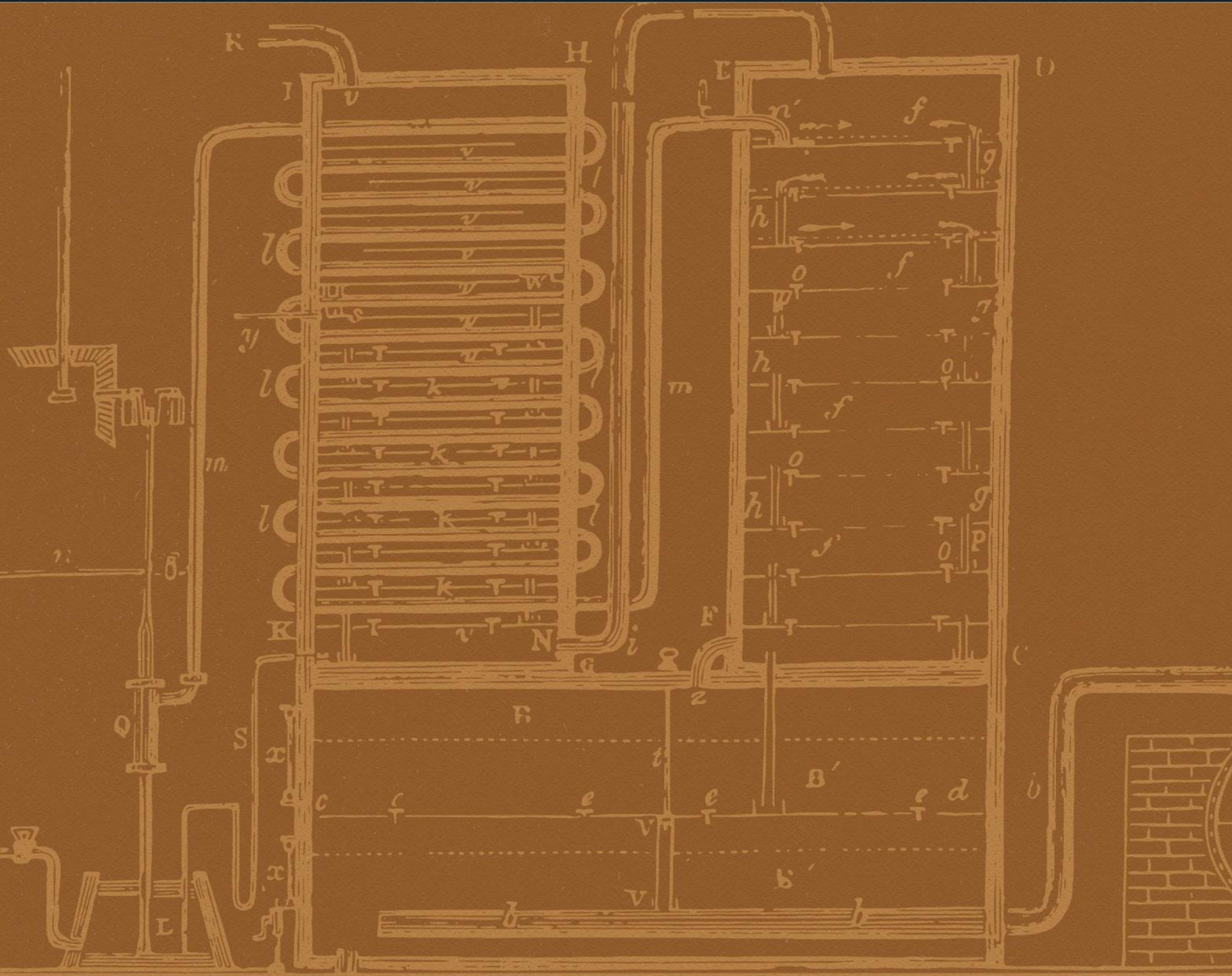
FREEDOM TO INNOVATE: DISTILLATION



POT STILLS

RICHNESS
& ELEGANCE





COLUMN STILLS

FOCUSED FLAVOR

TRADITIONAL
BRANDY
POT STILL
rich, complex,
& elegant

COLUMN
STILL
focused flavors,
often light
or floral

FREEDOM TO INNOVATE: AGING



WIDE RANGE OF
AGING OPTIONS

FREEDOM TO INNOVATE: BLENDING



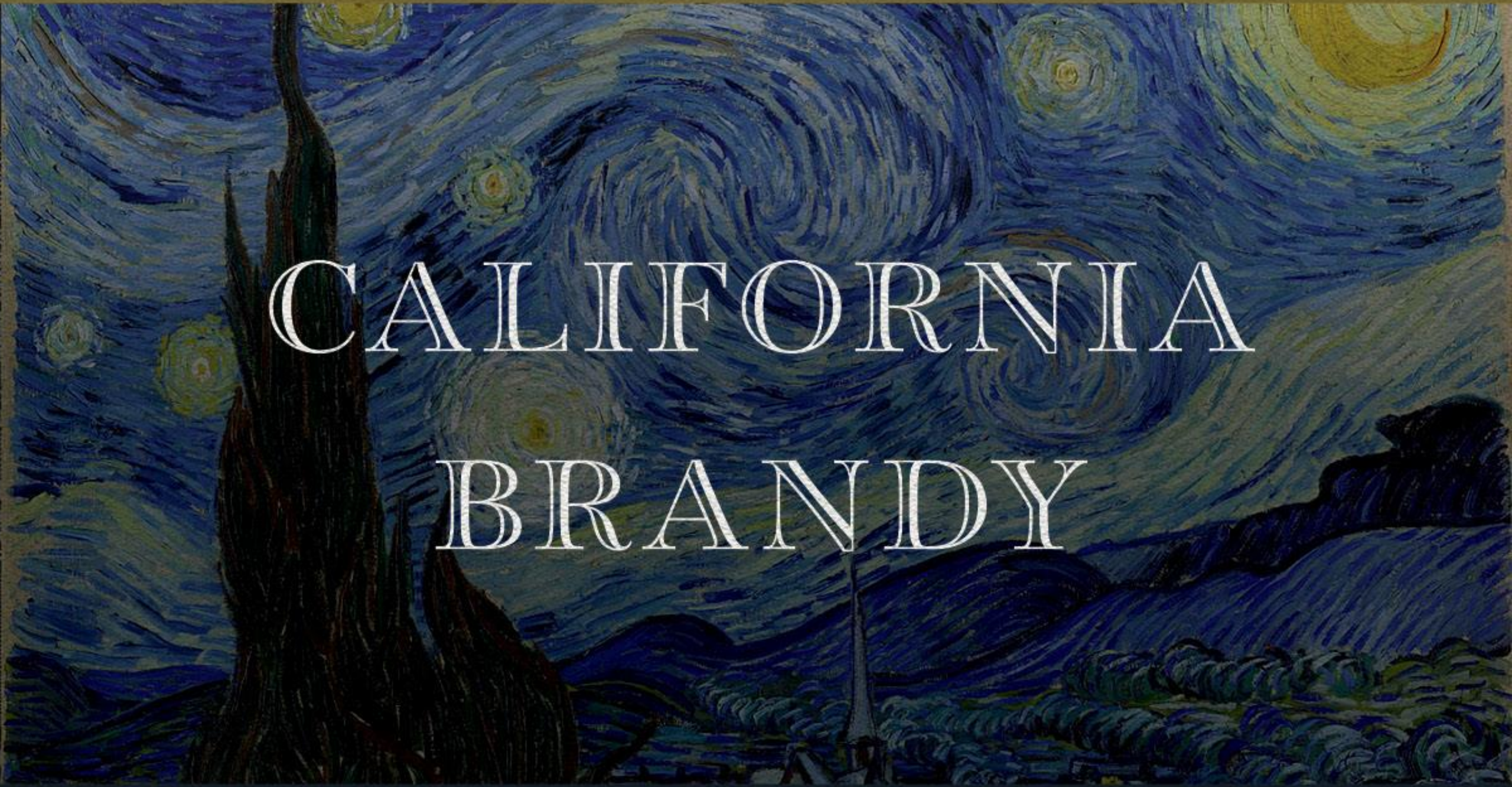
ART OF
THE BLENDER



FREEDOM TO INNOVATE: COGNAC VS. BRANDY



COGNAC



CALIFORNIA
BRANDY

*Both Masterpieces, created with
different tools and ingredients*

A close-up photograph of a person's midsection wearing blue denim jeans. The person is holding a snifter glass filled with a golden-brown liquid, likely brandy, in their right hand. The background is a plain, light-colored wall.

*The Potential for
California Brandy is Limitless*

ARGONAUT

The Story Of The

ARGONAUT®

30

ps added

DR. W. D. ...
STILLING CO.
TURKEY

The Spirit of the Argonauts

THE ARGONAUTS OF THE CALIFORNIA GOLD RUSH EMBODIED THE PIONEERING SPIRIT, LEAVING BEHIND EVERYTHING IN SEARCH OF ADVENTURE AND OPPORTUNITY. OVER TIME, IT WAS THE ARGONAUTS' ENERGY AND CONVICTION THAT LAID THE FOUNDATION FOR THE STATE OF CALIFORNIA, AN INCUBATOR FOR THE AMBITIOUS AND INTREPID. WE TAPPED INTO THAT SPIRIT FOR ARGONAUT; A BRANDY DESIGNED TO INSPIRE PROGRESS THROUGH EXPLORATION.



A woman with brown hair tied back, wearing a dark top and a necklace, holds a glass of white wine. The background is a blurred interior setting. An orange rectangular box is overlaid on the image, containing the text "Our Expressions" in a cursive font.

Our Expressions

2018 WASHINGTON CUP
**GOLD
 METAL**



HIGH **SALOON** PROOF
STRENGTH
 BRANDY

% OF BLEND	YRS AGED	STILL TYPE	VARIETAL
45%	2	COFFEY	BLEND 1
23%	19	COFFEY	SULTANA
11%	16	COFFEY	BLEND 2
10%	14	COFFEY	CHARDONNAY
6%	21	COFFEY	FRENCH COLOMBARD
3%	10	COFFEY	FRENCH COLOMBARD
2%	14	COFFEY	MUSCAT

BLEND 1: 50% Pinot Grigio, 40% Chard/PG/Muscat/Sémillion, 10% Merlot

BLEND 2: 90% Colombard, 5% Carignane, 3% Tokay, 2% Barbera

2018 WASHINGTON CUP
WINNER



SPECULATOR

FOLLOWING
THE DREAM

% OF BLEND	YRS AGED	STILL TYPE	VARIETAL
29%	3	COFFEY	BLEND 1
25%	3	ALEMBIC POT	BLEND 2
12%	14	COFFEY	CHARDONNAY
10%	19	COFFEY	CHARDONNAY
10%	9	COFFEY	FRENCH COLOMBARD
6%	14	COFFEY	GRENACHE
4%	16	COFFEY	BLEND 3
3%	18	COFFEY	FRENCH COLOMBARD
1%	14	COFFEY	MUSCAT

BLEND 1: 80% Chard/PG/Muscat/Semillon, 20% Merlot

BLEND 2: 41% Colombard, 31% Sultana, 22% St. Emillion, 6% Monbadon

BLEND 3: 54% Colombard, 28% Chenin Blanc, 18% Monbadon

95 POINT SCORE
 2020 ULTIMATE SPIRITS CHALLENGE
**CHAIRMAN'S
 TROPHY**
 —
 2018 WASHINGTON CUP
WINNER



FAT THUMB

A RICH BLEND
 — OF —
 ALEMBIC & COFFEY
 — STILL —

% OF BLEND	YRS AGED	STILL TYPE	VARIETAL
32%	7	ALEMBIC POT	COLOMBARD
16%	11	COFFEY	GRENACHE
14%	4	COFFEY	RED BLEND
13%	11	COFFEY	COLOMBARD
12%	11	ALEMBIC POT	COLOMBARD
9%	9	ALEMBIC POT	WHITE BLEND
4%	16	COFFEY	MUSCAT

ARGONAUT BRAND AMBASSADOR SCOTT RICHARDSON

Email

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Instagram

@ARGONAUTSCOTT



GERMAIN

ROBIN®

OH

SELECT **XO** BARREL

CALIFORNIA
BRANDY



Founding Story



Visionary Founders

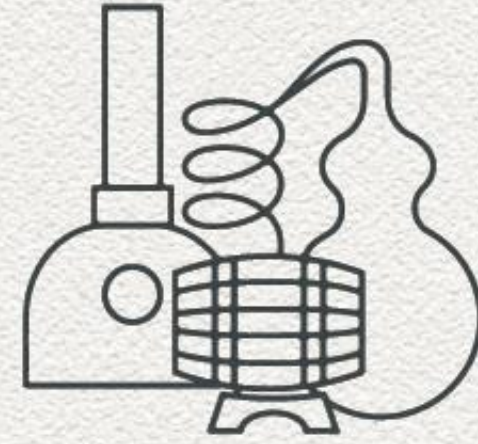
LIQUID STORY



“It was the best I’d ever seen”

-HUBERT GERMAIN-ROBIN

after his first Pinot Noir distillation run



GRAPES

FERMENTATION

DISTILLATION

AGING & BLENDING

HAND BOTTLING

FRESHLY-HARVESTED CALIFORNIA WINE GRAPES INCLUDING PINOT NOIR, RIESLING, VIOGNIER, SÉMILLON AND COLOMBARD

GRAPES ARE QUICKLY FERMENTED USING CHAMPAGNE YEAST AND TEMPERATURE-CONTROLLED TANKS

WINES ARE DOUBLE-DISTILLED WITHIN 30 DAYS BY HAND IN PRULHO ALEMBIC POT STILLS AT MCCALL DISTILLERY

AGED IN AIR-DRIED BARRELS FROM THE LIMOUSIN REGION OF FRANCE. AGED STOCKS ARE RESTED IN HEIRLOOM BARRELS DATING BACK OVER 100 YEARS. THE AGED STOCKS ARE BLENDED FOR PERFECT BALANCE.

AFTER 3 TO 6 MONTHS THE PERFECTLY BLENDED BRANDY IS BOTTLED BY HAND TO ENSURE THE HIGHEST QUALITY IN EACH BOTTLE.



Germain-Robin Today

CALIFORNIA ALAMBIC BRANDY

MADE FROM PREMIUM WINE USING ONLY CALIFORNIA GRAPES
DISTILLED IN TRADITIONAL ALAMBIC COGNAC STILL
MATURED IN FRENCH LIMOUSIN OAK BARRELS

AGED 7 YEARS

BOTTLED AND BLENDED IN SMALL BATCHES AT 40% ALC. BY VOL.

SELECT **XO** BARRELS

CALIFORNIA
ALAMBIC BRANDY

750 ML

40% ALC.



GERMAIN-ROBIN: \$75



GERMAIN-ROBIN XO: \$125



*“The Best Grape
Spirit on the Planet.”*

-SPIRIT COCKTAILS MAGAZINE

GERMAIN-ROBIN BRAND AMBASSADOR ERIC ENTRIKIN MASTER SOMMELIER

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Based in

SAN JOSE, CA



THANK YOU.

CALIFORNIA BRANDY

FOR INTERNAL USE ONLY