

JOSEPH PHELPS

V I N E Y A R D S

OVERVIEW

FOUNDED: 1973

FOUNDER: JOSEPH PHELPS

LOCATION: NAPA VALLEY, CA

FAMILY-OWNED WINERY

WINES

INSIGNIA (FLAGSHIP)

MAIN GRAPES:

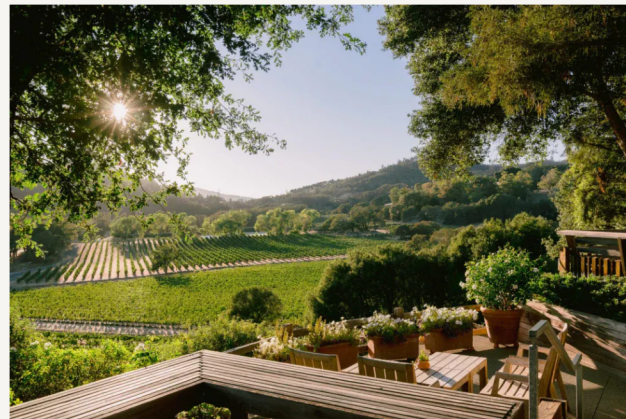
- CABERNET SAUVIGNON
- SYRAH
- CHARDONNAY
- PINOT NOIR

EXPERIENCE

- RESERVATION-ONLY TASTINGS
- GUIDED, LUXURY SERVICE
- SCENIC VINYARD SETTING

BRAND

- ULTRA PREMIUM POSITIONING
- KNOWN FOR QUALITY & CONSISTENCY
- STRONG REPUTATION GLOBALLY



VINEYARDS

- NAPA VALLEY + SONOMA COAST
- FOCUSES ON TERROIR
- COOL CLIMATE GRAPES FOR BALANCE

WHY IT MATTERS!

- COMBINES WINE + HOSPITALITY
- LUXURY GUEST EXPERIENCE FOCUS
- EXAMPLE OF PREMIUM BRANDING