

## Winery History



The Titus story began California's wine industry had yet to achieve its enormous potential. The vineyard Lee and Ruth Titus acquired in 1967 was planted to Mondeuce, Burger, and Golden Chasselas, varietals all but forgotten today, but prevalent before the emphasis in Napa Valley evolved from quantity to quality and from generic to varietal wines.

We now have over forty years experience working the land, our vineyard is supported with disease resistant rootstock, planted to clones and varietals tuned to fit our vineyards' terrior, and farmed with a sole purpose: to produce excellent quality wines.

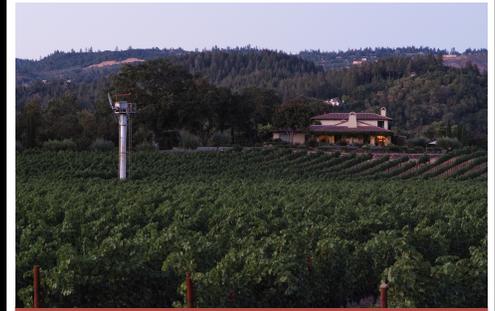
## Our Wines



Titus Vineyards places equal importance on both our viticultural and winemaking practices embracing the belief that it takes great grapes to make great wine and emphasizes the partnership between brothers. Our small wine portfolio includes artisan Cabernet Sauvignon (our flagship wine), Reserve Cabernet Sauvignon, Cabernet Franc, Zinfandel, Petite Sirah, Sauvignon Blanc and Lot 1, our untraditional, heralded blend of Petite Sirah and Petit Verdot. Our wine style focuses on creating well balanced, robust reds that complement the Titus brothers' down home character.

TitusVineyards.com

• PO Box 608, St Helena, CA 94574



# TITUS

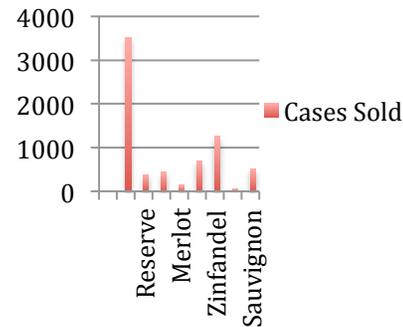
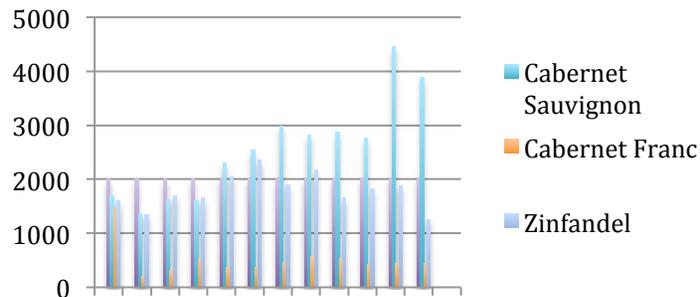


TITUS  
VINEYARDS

Since 1967

## 2012 Harvest

2012 is starting to shape up as a high quality vintage. Rainfall still remains around 70% of normal for the year to date, however the late-season rainfall will help assure good ground water reserves for the growing season. Early observations suggest that the potential grape yield will be high, which is long overdue after the last several low yielding vintages. As long as we don't have extreme weather conditions at that time, such as cold, wind, rain or heat, we should see a good fruit set leading to good crop yields. Grape prices should remain high since the economy has shown some improvement over the last two years and wineries are anxious to make more wine after the last couple of low-production vintages. If conditions line up properly, we may look forward to an interesting combination of a high yield vintage with very good quality and high grape prices, something we do not see very often.



## 2011 4<sup>th</sup> Quarter Sales

### Cabernet Sauvignon

3500 cases of Titus Cabernet Sauvignon were sold in 2011, with a strong 4th quarter making up for slower than expected sales earlier in the year. As the end of the year approached there was higher demand for the wines than we had seen in the past three years. On addition to the Cabernet Sauvignon sales was another 400 cases of the Titus Reserve Cabernet Sauvignon, our premium-priced Cabernet Sauvignon, which sold out more quickly than expected.

### Zinfandel

1250 cases of Titus Napa Valley Zinfandel were sold in 2011. This varietal seems to be undergoing a period of popularity, as

consumers continue to appreciate lower cost wines in the current economy (Zinfandel is \$27.00/bottle compared to \$40.00 for Cabernet Sauvignon). The majority of the Zinfandel sold in 2011 was the 2009 vintage, which was a superior vintage for Napa Valley Zinfandels. Consumers seemed to recognize the high quality vintage, with the result being a high demand for the wine and quick sell-through.

### Cabernet Franc

Titus Cabernet Franc continues to be popular, following the trend of higher demand for the varietal in general. The production is usually between 450 and 600 cases, with all of it selling out within the year.