



S.R. TONELLA CELLARS

OUR STORY

S. R. Tonella Cellars is the culmination of over 100 continuous years in the wine business in Rutherford, Napa Valley.

It all started with an earthquake. In 1906 after the great San Francisco earthquake, a huge demand for workers to rebuild the city brought Joseph Ponti, Steve's great uncle, from Italy to San Francisco.

Shortly thereafter, Ponti became the superintendent and initial winemaker at the iconic Beaulieu Vineyards in Rutherford, where he stayed for 43 years. He made the first internationally recognized Cabernet Sauvignon from Napa Valley. In 1939 it won a gold medal at the Golden Gate International Exposition for his 1936 Beaulieu Vineyard Cabernet Sauvignon. Since that time, Cabernet Sauvignon has become synonymous with Rutherford and Napa Valley. Ponti's nephew, Steve's grandfather, Louis Tonella, joined his uncle at Beaulieu when he was just 17 and worked there for several years.

Louis inherited from Ponti vineyards located in the Rutherford viticulture region and the tradition continues to today.

Grape growing and wine production have always been a part of our family history and we continue this heritage and spirit with S. R. Tonella Cellars. Our purpose is simply to make history by crafting the best premium Cabernet Sauvignon and Bordeaux varietals that represent the best of Rutherford and Napa Valley. S. R. Tonella Cellars' aspiration is that our wine is shared to create some small but memorable piece of history with everyone who crosses paths with us.



PROPRIETOR BIO: STEVE TONELLA



Steve Tonella was born in Napa Valley and grew up living in Sonoma and Rutherford.

From an early age he worked in the vineyards with his father and grandfather. Enjoying the sun and helping in the vineyard by suckering vines (removing unwanted shoots) tying, training, and irrigating formed his early encounters in vineyards. He says he is amazed to have survived as the mode of transportation was the infamous 3-wheeler motorcycles that were accident prone and tipped easily.

Fast forward to the turn of the century when Steve began making wine and

produced small quantities of Cabernet Sauvignon. College took him to Cal Poly San Luis Obispo where he earned a degree in Business Administration. After college, Steve entered the high-tech industry and quickly moved into sales leadership positions that took him around the world. Fluent in both Italian and Spanish, he's lived and worked in Rome, Italy, and Barcelona, Spain, besides stints in England and Japan. During all his travels, the dream of cultivating Rutherford wine never left. After working across three continents, the time had come to resurrect the dream of producing Rutherford Cabernet Sauvignon into a reality: The 2010 was the 'first' of many vintages to come.



CURRENT RELEASE WINES



SEMILLON 2021 NAPA VALLEY

This wine is sur lie aged in the lightest toast of new French oak to best express the purity of the Semillon variety. Rich golden color integrates with visible body and texture in this wine. Aromas of citrus give way to brioche and notes of asian pear. The palate rewards with bright notes of lemon, lychee and hints of vanilla evolving to a lingering finish.

Appellation: 100% Napa Valley, Rutherford Appellation
Composition: 100% Organic Semillon
Cooperage: 100% French Oak, 9 months
Harvest Date: August 18

\$45

OF NOTE:

*100% organic Semillon from Rutherford.
Hand cultivated and harvested.
About 1% of Rutherford Appellation is planted in Semillon.*



RESERVE SAUVIGNON BLANC 2021 NAPA VALLEY

Aromas on the nose start with orange peel and fresh cut flower notes progressing to asian pear with a whisper of vanilla spice. On the palate, a rewarding balance of luxurious texture creates just the right amount of complexity. Forward notes of ripe citrus, star fruit and nuances of minerality evolve to a harmony of texture depth and brightness.

Appellation: 100% Napa Valley Rutherford & Oakville appellations
Composition: 100% Sauvignon Blanc
Cooperage: 100% French Oak
Harvest Date: August 16

\$60

OF NOTE:

*Reserve Sauvignon Blanc: Sourced from Valley Floor Vineyards in Rutherford and Oakville. Includes 15% organic Semillon. Aged in light toast 100% New French Oak, sur lie aged. Drinks like a new world white Bordeaux. **94 points Wine Enthusiast***



CABERNET FRANC 2019 COOMBSVILLE

Intense, fragrant aromas of blackberries, blueberries, potpourri and five spice. Full-bodied with rounded tannins and fresh acidity. Rewarding savory spice notes, rich and creamy with a flavorful finish.

Appellation: 100% Coombsville
Composition: 100% Cabernet Franc
Cooperage: 100% French Oak
Harvest Date: October 18

\$125

OF NOTE:

We've been making this Cabernet Franc for over 5 years and is sourced from a single vineyard in Coombsville which has a unique micro climate on a hillside with an eastern facing exposure. We believe this wine expresses the purest form of Cabernet Franc.



CABERNET SAUVIGNON 2019 RUTHERFORD

Aromas of plums, mulberries, dried herbs, dark chocolate and baking spices. Full-bodied with plush tannins and bright acidity. Rich and plush, with a long luxurious finish.

Appellation: Rutherford Bench
Composition: 100% Cabernet Sauvignon
Cooperage: 100% French Oak, 70% New
Harvest Date: October 26

\$125

OF NOTE:

Sourced from estate vineyard owned by the same family for over 100 years; hand cultivated/harvested, 23 years old vines with vertical cordon training, low yield 2-3 tons per acre. Small berry size due to clones 412 & 685 which are rarely planted outside Bordeaux. Natural extraction, fine tannins and phenolics from the skins. 95 points Decanter



BDX BLEND 2018 NAPA VALLEY

Our Reserve BDX Proprietary Blend expresses the complex harmony of luxurious mouthfeel, well rounded dark fruit & cocoa finalized by opulent lingering tannins.

Appellation: Rutherford Bench, Oakville Bench, Stag's Leap
Composition: Cabernet, Cabernet Franc, Petit Verdot, Merlot
Cooperage: 100% French Oak, 80% New
Harvest Date: October 6-12

\$160

OF NOTE:

We've made the BDX Proprietary Red Blend for 8 years prior to our first bottling, testing no less than 30 different vineyards & clones. We start with the 5 noble Bordeaux Varietals predominately from Rutherford, Oakville and Stag's Leap in Napa Valley. We go through a passionate & rigorous blending process to arrive at the best expression of the terroir and vintage. 96 points Wine Enthusiast



CURRENT TASTING OFFERINGS

We invite you to join us for a look into our heritage and our limited production winemaking approach, from the vine to the glass.



By Appointment
\$85 / per person

AT THE WINERY

We invite all guests to enjoy our tasting experiences at The Caves at Soda Canyon.

Enjoy a winery tour followed by a private, seated tasting experience in our cave or patio featuring a flight of current release, handcrafted wines. The property is situated above Stags Leap AVA and features breathtaking views of Napa Valley stretching all the way to San Francisco!



By Appointment
between 11:30am – 3:00pm

THE CHARTER OAK

For guests who prefer a central location with curated light bites or dining options, we are pleased to offer experiences at The Charter Oak on a limited basis.

A restaurant in the heart of the Napa Valley by Chef Christopher Kostow of the Michelin three-starred The Restaurant at Meadowood. Enjoy a curated prix fixe menu paired with a flight of our current releases. Additional dining options are available and supplemental to this tasting upon request.



By Appointment
Tuesday through Sunday

ON THE GREEN

For golf and wine enthusiasts alike, we invite you to join us for an upscale experience at Napa Valley Country Club.

Set amongst the vineyards in the Napa countryside, we invite you to play a round of golf and enjoy a flight of our current releases, paired with a selection of curated lite bites. Additional dining options are available and supplemental to this experience upon request.

**TO LEARN MORE AND RESERVE, CONTACT: CONCIERGE@SRTCCELLARS.COM
707.955.3008 OR SRTONELLACELLARS.COM/VISIT**



FEATURED PRESS COVERAGE

Robb Report

History in the Making

"In these maverick tendencies, Tonella might feel a bit like David to Napa's Goliaths, but his wine shows the value of hand curation by a smaller grower-producer."

Decanter

Best Rutherford 2018 Wines

"As with many Napa Valley 'Reserve' bottlings, the concentration, intensity and treatment-driven notes are elevated here."

Wine Spectator

Actor Anthony Anderson "Wines Down" with SRT

"Black-ish lead and sometime Iron Chef America judge Anthony Anderson [poured] a 2017 Cabernet from Rutherford's S.R. Tonella Cellars, a wine with a personal connection."

CALIFORNIA HOMES

THE MAGAZINE OF ARCHITECTURE
THE ARTS & DISTINCTIVE DESIGN

Wine in the Time of Cholera

"S.R. Tonella Cellars Cabernet Sauvignon is the culmination of over 100 continuous years in the wine business in Rutherford, Napa Valley—and the packaging says it all. A large 750 format all black, bold and elegant."



100 Years in the Making

"Steve really enjoys what he calls the "bookends of the business" – referring to the two primary components of wine-making – his time spent in the vineyard managing the vines and his time spent in front of people presenting his wines."