



*Boich Family Cellar*

*Press Kit*

*2024*

## *The Boich Family Cellar Story*

The city-dwelling professional turned vintner is common in Napa, but John Boich's story is a bit more rugged than most. John purchased his first 10 acres high in the Mount Veeder AVA in 1997 at the age of 37. "When I saw the parcel, I was blown away by the beauty of the place, it was magical." A couple of years later, John built a camping shed complete with a toilet and cold-water shower so that he could sleep and work there on the weekends. "San Francisco was a great place to live and work, but the camping shed high in the Mayacama Mountains was my magical place." John spent the next eight years working Saturdays clearing the land, cutting tiers, building retaining walls, and ultimately getting the first vine in the ground in 2009. "It was a real project of passion, one brick at a time with no real endpoint in mind other than to make amazing wine." At the time, Boich was loving Northern Rhone wines, especially Syrah with a touch of Viognier. The steep rocky terrain was perfectly suited for Syrah so that was what he planted.

After learning the basics of viticulture and making a few batches of garage wine, Boich got serious about a commercial brand. He met Jeff Ames in 2011, Andy Beckstoffer shortly thereafter, and the foundation was in place to follow his dream. "The vision from the beginning was to make wines that would stand on the world stage, not just quality wines, extraordinary wines." Boich and Ames started in 2012 with 20 rows in the Beckstoffer Georges III vineyard which made 248 cases of wine. Boich released the 2012 vintage wine in September 2014, and they were sold out by Christmas time. John and team Boich have thoughtfully added to their portfolio over the past decade. They now make 2,000 cases of wine from four single vineyard sites including Beckstoffer To Kalon, Beckstoffer Missouri Hopper, Beckstoffer Georges III and their estate vineyard in the Mount Veeder AVA. Boich Family Cellar was coined "The Rising Star" in 2018 but is now well regarded for single vineyard wines from the most iconic vineyard sites in Napa. Boich notes, "it takes a village to accomplish what we have in the past ten years. I have great partners, a great team, and we all share the value of excellence. I could not have done it without them."

In addition to the four single vineyard Cabernet Sauvignon wines, Boich produces a Napa red blend called NVS and a Chardonnay from the Ritchie Vineyard in the Russian River Valley. Boich Family sells 80% of their wine direct to their list of 2,000 members. The remaining 20% is available for those who visit Napa or those who attend a private event hosted by Boich. Although the wine is allocated, there is always wine available for new members.

## *Fact Sheet*

***Estate Address:*** 651 Wall Road Napa, California 94558

***Website:*** [BoichFamilyCellar.com](http://BoichFamilyCellar.com)

***Telephone:*** (707) 254-8500

***Email:*** [info@boichfamilycellar.com](mailto:info@boichfamilycellar.com)

***Proprietor:*** John Boich

***Winemaker:*** Jeff Ames

***About Boich Family Cellar:*** Boich Family Cellar is an established, high-end California winery with a keen focus on extraordinary Cabernet Sauvignon. At the Boich Wall Road Estate, the family offers a once-in-a-lifetime tasting experience high on a mountainside, providing a breathtaking view of a “hidden valley” off of Mount Veeder in the Napa Valley. The winery was founded by John Boich, a visionary and renaissance-style innovator who discovered the winery’s prime and secluded site on Mount Veeder and assembled a powerful and talented internal team including Winemaker Jeff Ames.

***Boich Family Cellar Wines Produced:*** The Boich Family Cellar wines are made from five distinct, iconic vineyards: Beckstoffer’s Georges III, Missouri Hopper and To Kalon Napa Valley vineyards; Wall Road Vineyard, Mount Veeder, Napa Valley; and Ritchie Vineyard in Sonoma’s Russian River Valley. The wines are available for purchase in lots of three 750ml bottles.

*Oakville, Cabernet Sauvignon* | Beckstoffer To Kalon Vineyard

*Oakville, Cabernet Sauvignon* | Beckstoffer Missouri Hopper Vineyard

*Rutherford, Cabernet Sauvignon* | Beckstoffer Vineyard Georges III

*Mount Veeder, Cabernet Sauvignon, Cabernet Franc* | Wall Road Vineyard (Estate)

*Napa Valley, Cabernet Sauvignon* | NVS Napa Valley Select

*Russian River Valley, Chardonnay* | Ritchie Vineyard

***Appellations:*** Napa Valley, Oakville, Rutherford, Mount Veeder, Russian River Valley

***Boich Family Cellar Experiences:*** Discovery of the extraordinary is at the heart of every Boich Family Cellar experience. In wine, as in life, John Boich seeks, develops, produces, and shares only the extraordinary. There is nothing ordinary about every facet of the Boich lifestyle, ranging from tasting fine wine made from iconic vineyards to world-class live music, to adventure travel, to worldly river excursions, to private golf escapes as John’s guest, to exquisite spirits made from rare Napa Valley wine grapes.

## *Current Release Wines*

### ***2019 Perennius Cabernet Sauvignon | Jeb Dunnuck 98 | [Spec Sheet](#)***

A best barrel selection from winemaker Jeff Ames, the 2019 Cabernet Sauvignon Perennius reveals a dense purple hue as well as an incredibly complex bouquet of red and black currants, caramelized blueberries, sandalwood, smoked tobacco, and toasted spice. Rich and full-bodied on the palate, it also stays light on its feet and is beautifully balanced, with an elegant mouthfeel, ripe, polished tannins, and a great, clean, lengthy finish. This gorgeous, layered, multi-dimensional, and utterly seductive 2019 can be drunk any time over the coming 20-25 years.

### ***2021 Beckstoffer To Kalon Cabernet Sauvignon | Jeb Dunnuck 99 | [Spec Sheet](#)***

A big, ripe, opulent 2021, the 2021 Cabernet Sauvignon Beckstoffer To Kalon Vineyard boasts a dense plum/purple hue as well as a sensational nose of black raspberries, currants, flowery incense, sweet tobacco, and underbrush. This carries to a full-bodied, deep, incredibly layered Cabernet with velvety tannins, a great mid-palate, no hard edges, and a killer finish. Drink this singular beauty over the coming two decades.

### ***2021 Beckstoffer Vineyard Georges III Cabernet Sauvignon | Jeb Dunnuck 95+ | [Spec Sheet](#)***

Blackcurrants, ripe tobacco, chocolate, and lead pencil notes, as well as ample Asian spice, all emerge from the 2021 Cabernet Sauvignon Beckstoffer Vineyard Georges III, a full-bodied Cabernet that's concentrated, has plenty of mid-palate depth, building, firm tannins, and a great finish. Hide bottles for 4-5 years and enjoy over the following 20-25 years or more.

### ***2021 Beckstoffer Missouri Hopper Cabernet Sauvignon | Jeb Dunnuck 9 | [Spec Sheet](#)***

This valley floor site continues to deliver the goods. Boich's 2021 Cabernet Sauvignon Beckstoffer Missouri Hopper Vineyard reveals a dense purple/plum hue to go with a smorgasbord-like bouquet of ripe black fruits, chocolate, roasted herbs, Asian spices, and camphor. This powerful, full-bodied, concentrated Cabernet has plenty of mid-palate depth, ripe, building tannins, and a great finish that keeps you coming back to the glass. It's going to knock your socks off any time over the coming two decades.

## *Winemaker Jeff Ames*

*"In just over a decade, Jeff Ames has become one of Napa's rising stars" Wine Spectator, 2011*

And since 2011, Jeff has risen to the elite ranks of Napa's most accomplished winemakers with projects at Schrader, Maybach, Outpost and TOR. Jeff is one of an unusual breed of winemakers, including his mentor Thomas Brown and a few others, who learned winemaking primarily hands-on. Jeff is a purist, making sure the wines express their site foremost, rather than a particular winemaking style. And for good reason. Jeff has had the good fortune to craft single vineyard-designated wines from the most iconic vineyard sites in Napa Valley. He has been making wine from the celebrated Beckstoffer To Kalon vineyard since 2001, and the list goes on from there.

**"Something I have come to cherish is just how fortunate I am to work with the most iconic sites in Napa. No chef can achieve culinary perfection without the best ingredients and no winemaker can make world-class wines without great vineyard sites. Knowing each year that I have the very best vineyard sites in the region to work with, is a true luxury." Jeff Ames**

Jeff began working with Thomas Brown in 2001 for projects including Schrader, Maybach, Outpost and TOR. As a young winemaker from Memphis, he had no idea just how fortunate he was to land where he did. As either lead or assistant winemaker, Jeff has his fingerprints on twenty 100-Point, perfect wines—quite an accomplishment for his short time in the valley. At Boich Family Cellar, Jeff has delivered multiple 98-point and 99-point wines, waiting patiently for his first perfect score. And it will likely be Perennius.

**"With the stunning 2018 vintage came the confidence that we could finally make a best-barrel blend wine that was differentiated from our single vineyard wines. With the wines we had in barrel you might think it would be easy, but it's not. When you are working with amazing base wines, you must blend something that really stands out. I think you will find we succeeded. Perennius begins with the vineyard sites that blend well together. We then select only four barrels from our roughly 90 barrels in the cave. These are the best of the best. It is an absolute dream for a winemaker to have the opportunity to make this caliber of wine in such small quantities." Jeff Ames**

## *Boich Family Cellar Vineyards*

Beckstoffer Vineyard Georges III  
*Cabernet Sauvignon* | *Rutherford AVA*

Beckstoffer To Kalon Vineyard  
*Cabernet Sauvignon* | *Oakville AVA*

Beckstoffer Missouri Hopper Vineyard  
*Cabernet Sauvignon* | *Oakville AVA*

Wall Road Vineyard  
*Cabernet Sauvignon* | *Mount Veeder AVA*

Ritchie Vineyard  
*Chardonnay* | *Russian River AVA*



## *Boich Family Cellar Vineyards*

### ***Beckstoffer Vineyard Georges III***

Historical records show that a portion of this vineyard was planted in 1895 by Mrs. Thomas Rutherford. This 300-acre parcel first purchased by Beaulieu founder Georges de Latour in 1928 and called Beaulieu Vineyard Ranch #3, was the home to BV's George de Latour Private Reserve made by the renowned winemaker Andre Tchelistcheff. These wines achieved wide acclaim beginning in the 1940s and established BV's pre-eminence in the making of fine Napa Valley Cabernet Sauvignon.

### ***Beckstoffer Missouri Hopper Vineyard***

Located north of the town of Yountville in the Oakville AVA, Beckstoffer Missouri Hopper was originally part of a large piece of land owned by George Yount from whom the town of Yountville takes its name. Purchased by Charles Hopper and given to his daughter Missouri in 1977, the land was planted with wine grapes. In the 1960s the land was purchased by Bruce Kelham as part of the historic Vine Hill Ranch.

### ***Beckstoffer To Kalon Vineyard***

Perhaps the most famous of the Beckstoffer vineyards, Beckstoffer To Kalon was purchased from Beaulieu Vineyards in 1993. Napa pioneer Hamilton Crabb first planted the vineyard in 1868 and it has produced some of the finest red wine grapes ever since. Formerly known as BV #4, the To Kalon vineyard was among the BV vineyards that went into the coveted BV Private Reserve. In 2007 the property was placed under a land conservation easement that forever prohibits non-agricultural development.

### ***Wall Road Vineyard***

Located at the northern tip of the Mount Veeder AVA due west of the To Kalon vineyard this 3-acre mountaintop gem was planted in 1999 by Duane Wall, son of the original 1934 Napa settler Peter Wall. The sloping terrain with a south/southeast orientation allows for a long and steady growing season above the marine layer that cools Napa Valley. Purchased in 2012 by Boich Family Cellar the Wall Road Vineyard is quickly being recognized as one of the premier vineyards in the Mount Veeder AVA.

### ***Ritchie Vineyard***

Situated in the center of the Russian River AVA the Ritchie Vineyard has been the fruit source for some of the most celebrated Sonoma Chardonnays including Marc Aubert, DuMol, Paul Hobbs and now Boich Family Cellar. The Russian River microclimate together with benchland soil of pure Goldridge Loam make for ideal growing conditions.