



## *Press Kit*

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FOUNDED: 2007

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**Annual Case Production 2005:** 6,600

**Annual Case Production 2004:** 3,400

**Cultivars:** Cabernet Sauvignon

**Appellation for 2004 release:** Lake County

**National Distribution:**

AZ, CA, CO, CT, FL, GA, MO, MT,

NE, NJ, NV, NY, NM, OH, OK, OR,

TN, TX, UT, WA, WI (more to follow)

*History*

Richard Burnley has been in sales and marketing all of his business life. The wines that Richard has marketed and brought to market from case #1 have combined sales of over one million cases.

Jeffrey Miller started a second career as a grower and winemaker, with property that he purchased in Napa Valley. Along with wife Beryl, they own a small Napa vineyard, and have 41 acres under cultivation in adjacent Suisun Valley.

The union of friendship between these two professionals, their proximity to place in Napa, and their common interest in wine gave rise to the creation of their wine brand. Their common interest in “man’s best friend” gave birth to the whimsical name of **Sly Dog Cellars**.



## *The Naming of a Wine Company*

*~ Sly Dog Cellars ~*

When Partners Jeff Miller and Richard Burnley were ready to pick a name for their winery, they asked everyone they could think of for suggestions. When the over 100 names were circulated among consumers, friends, and industry professionals, Sly Dog Cellars was the overwhelming favorite.

The name was inspired by Jeff's dog, Georgie. When the grapes were reaching their optimal flavor and sweetness, Georgie would sneak into the vineyard and gorge herself. When she couldn't eat another bite, she'd pick a few more bunches, dig a hole, and "cellar" them—thus Sly Dog Cellars. So Georgie has the honor of being the inspiration for our name; though, she seems to care less about the honor and more about the grapes.



## *Partners / Proprietors*

*~ Sly Dog Cellars ~*

**Richard Burnley** is the managing partner of sales and marketing for Sly Dog Cellars. He has been in sales and marketing all of his business life. Having received a Bachelor of Science degree in Business Administration from East Stroudsburg University of Pennsylvania, Richard has worked for wine and spirits leaders, such as Wilson Daniels, Cuvaision Winery, and Cabo Wabo Tequila.

The wines that Richard has marketed and brought to market from case #1 have combined sales of over one million cases.

**Jeffrey Miller** is managing partner of vineyards and winemaking operations. Jeff is a former attorney who has become a very hands-on grower and subsequent winemaker. Jeff's enthusiasm for winegrape growing and winemaking is unsurpassed. Along with his wife Beryl, he owns a small Napa Valley vineyard, and has 41 acres under cultivation in adjacent Suisun Valley. Because Jeff is growing Petite Sirah in Suisun Valley, Jeff joined PS I Love You, in order to stay informed about the growing of this up-and-coming cultivar.

The union of friendship between these two wine industry professionals, their proximity to place in Napa, and their common interest in all aspects of the wine industry gave rise to the creation of their wine brand. Their common interest in "man's best friend" gave birth to the whimsical name of **Sly Dog Cellars**, and this wine company was born.



***Head of Winemaking Operations ~ Jeffrey A. Miller***

***~ Sly Dog Cellars ~***

In 2005, former attorney Jeffrey A. Miller of Napa, California, became a wine grape grower. Along with his wife Beryl, they have a 41-acre vineyard under cultivation in adjacent Suisun Valley.

As with many growers before him, it didn't take very long before the desire to taste the pure expression of what he was growing, and how it would perform as a wine under his watchful eye, took over. By 2006, as a budding winemaker, Jeff Miller released the first vintage of Sly Dog Cellars Cabernet Sauvignon.

In order to learn and understand all that he could about the processes with which he was now involved, Jeff has attended Napa Valley College to study viticulture. He also further advanced his understanding of his winegrapes and enology by joining the Petite Sirah advocacy group PS I Love You, and attending all Petite Sirah Symposiums. This has helped him to stay informed on all currently wine grape growing practices for this up-and coming cultivar.

Today, Jeff's responsibilities include overseeing all vineyard and winemaking operations, including: decisions on general taste profile, blending, oak treatment, etc.



## *2005 Sly Dog Cellars Cabernet Sauvignon*

The 2005 Sly Dog Cellars Cabernet Sauvignon was meticulously crafted by winemaker Chris Markell. Chris is an advisor to wineries and brings over 30 years of winemaking experience to the Sly Dog team. He's a global winemaker who has worked and consulted for prestigious wineries in California, France, Australia, and Chile. With his attention to detail and passion for quality and balance, Chris has a gift for selecting the very best grapes. He's also extremely skillful at delivering the finest expression of a variety's potential flavor and complexity. His attention to detail and state-of-the-art winemaking practices are demonstrated in the many layers of flavor and complexity in this special Cabernet Sauvignon.

This 2005 release is the second vintage of this crafted Cabernet Sauvignon from the noted Red Hills District of Lake County. Lake County, once a part of Napa County, produces some great wines from the likes of noted wineries, like the Steeles, Wildhurst, and Langtree. The Red Hills District is noted for its terroir which produces unique and distinct grapes. The red gravelly loam soils allow deep root penetration, which help produce small, succulently flavorful berries. Hot summer days and cool nights are perfect climate, contributing to this fruit forward, well-balanced, and flavorful Cabernet.

### **Technical Information:**

|            |             |
|------------|-------------|
| Alcohol    | 13.9%       |
| pH         | 3.70        |
| T.A.       | 6.2 g/l     |
| Production | 6,400 cases |

### **Winemaker Notes:**

This 2005 Sly Dog Cellars Cabernet Sauvignon is deep garnet with aromas of dried raspberry, rose petals, wild cherry, and cassis. On the palate, red raspberry dominates followed by flavors of currant and a hint of anise, with subtle vanilla and cracked white pepper on the finish.

### **Food & Wine Pairing:**

This wine is best paired with moderately rich dishes like Grilled Stuffed Portabellas, Mom's Meatballs, Lenore's Meatloaf, and a rich Chocolate Cabernet Sauvignon Cake. All of these recipes are found on the Sly Dog Cellars Website.

Suggested Retail:     \$14.99



***2004 Sly Dog Cellars Bin 4499 Cabernet Sauvignon  
~ Inaugural Release ~***

The 2004 Sly Dog Cellars Bin 4499 Cabernet Sauvignon was meticulously blended by winemaker Chris Markell. Chris is an advisor to wineries and brings over thirty years of winemaking experience to the Sly Dog team. He's a global winemaker who has worked and consulted for prestigious wineries in California, France, Australia, and Chile. With his attention to detail and passion for quality and balance, Chris has a gift for selecting the very best grapes. He's also extremely skillful at delivering the finest expression of a variety's potential flavor and complexity. His attention to detail and state-of-the-art winemaking practices are demonstrated in the many layers of flavor and complexity in this special release.

This 2004 inaugural release is a custom crafted Cabernet Sauvignon from the noted Red Hills District of Lake County. Lake County, once a part of Napa County, produces some great wines from the likes of noted wineries, like the Steeles, Wildhurst, and Langtree to name a few. The Red Hills District is noted for its terroir which produces unique and distinct grapes. The red gravely loam soils allow deep root penetration, which help produce small flavorful berries with succinct fruit flavors. The hot summer days and cool nights are perfect weather climate that contributes to fruit forward, well balanced, and flavorful Cabernet Sauvignon.

**Technical Information:**

|            |             |
|------------|-------------|
| Alcohol    | 14.9%       |
| pH         | 3.82        |
| T.A.       | 6.1 g/l     |
| Production | 3,400 cases |

**Winemaker Notes:**

This 2004 Sly Dog Cellars Bin 4499 Cabernet Sauvignon is deep garnet in color with aromas of dried raspberry, rose petal, and wild cherry. On the palate, red raspberry dominates followed by flavors of currant, a hint of anise, and subtle vanilla with cracked white pepper on the finish.

**Food & Wine Pairing:**

This wine is best paired with moderately rich dishes like Grilled Stuffed Portabellas, Mom's Meatballs, Lenore's Meatloaf, and a rich Chocolate Cabinet Sauvignon Cake. All of these recipes are found on the Sly Dog Cellars Website.

Suggested Retail:     \$14.99