



Mount Veeder Magic Vineyards *and* Karen Crouse

EVERY LITTLE THING SHE DOES IS *MAGIC*

BY LAURA LARSON

Mount Veeder Magic Vineyards is the inspiration of Napa Valley Grower and Vintner, Karen Crouse. Karen created what is now one of Napa Valley's most exclusive offerings in the global wine and luxury industries.

Karen and her husband, Greg purchased their vineyard on Mount Veeder in 2007 with the intention of establishing themselves as growers. After struggling with challenging legacy grape contracts, they decided to create an ultra-premium, mountain cab, Mount Veeder Magic Vineyards Cabernet Sauvignon.

Since Karen would be at the helm, she chose a marketing strategy that complemented her skill sets; to sell premium wine by the barrel's worth for private cellars and offer serious wine collectors an extraordinary opportunity to create their own Mount Veeder Cab. Only 25 barrels are offered per vintage by membership.

Karen's vineyard has seven different soil types with elevations ranging from 800 feet to 1100 feet. Most vines are more than 30 years old. She says, "My grapes are complex before we start the winemaking process. My wine is placed in the meticulous hands of industry veteran winemaker, Jeff Fontanella, who has been crafting premium wine in the Napa Valley for decades." After cutting his teeth working for formidable wineries such as Opus One, and Saddleback Cellars under the tutelage of Nils Venge, Jeff also handcrafts his own Mount Veeder Wines under his family label, Fontanella Family Winery.



Karen prides herself on her attention to detail in everything she does. "My wine is an extension of me. I am involved in every aspect of the business... the farming decisions, midnight harvests, bottling, hand labeling, etc. In addition to using the highest quality bottles, corks, and capsules, every bottle is hand-labeled."



Karen is committed to creating a unique experience and producing a premium wine that is worthy of her client's private cellars, a wine they are proud to share selectively both personally and professionally. She says, "This is one of the most personal experiences my clients will have in their lives."

In addition to her barrel program, Karen's beautiful Mount Veeder Magic Vineyards Cabs are now available to purchase by limited allocation in three-six and twelve bottle vertical allotments.

For those who enjoy the vineyard lifestyle, visit Karen's newly launched Napa Valley Lifestyle Website, Karen Crouse Napa Valley karencrousenapavalley.com

FOR MORE INFORMATION
www.mountveedermagic.com