

RARECAT LIFE

RARECAT

WELCOME

*RARECAT Wines
Talking Points for Success*

*Insider's Guide to
Bordeaux and Napa*

WINE EDUCATION

Mastering a Wine List

*5 Ways to Build
Community with Wine*

RARECAT PRO

*Connecting the
Bottle to Business*

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Notes on our single-vineyard wines from three world-class regions.

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A female perspective on all aspects of business.

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Itineraries to whet your appetite for travel.

I first fell in love with wine at the tender age of 20, when I spent my junior year in college in Bordeaux. I kept up my interest and knowledge on a consumer level, until I went back to study oenology through the DUAD program at l'Université de Bordeaux in 2004. After that, I dove head first into the wine business. It wasn't an easy journey, but I was fortunate enough to have a community of like-minded people that encouraged and supported me along the way. It is perhaps that crossroads of great wine and wonderful people that has brought me to the spot I now stand in.

When I started RARECAT Wines in 2008, it was overwhelming. I put my head down, pushed myself to think outside the box, and created a company that reflected my values and my passion for making and sharing wines. Today, I am proud to present single-vineyard wines in the RARECAT collection from three world-class regions: Napa Valley, Bordeaux, and Champagne.

I count myself lucky to have found a sense of purpose in a business that I really believe in. This magazine is a celebration of not just RARECAT Wines, but also all that we have come to represent: a penchant for doing things a tad rebellious, a sincere love for our craft, and a profound respect for those we do it with. As magical as the winemaking process is—and it is—I am equally enchanted by wine's power to bring people together. Certainly it is a social motivator, a good reason to gather friends around a table and celebrate life, but I knew it was something more. As I searched to harness that power, I had only to look around me to find the answer.

Conversations about diversity, empowering women, and connecting with—not disconnecting from—one another have never been as prevalent. I believe that wine can be a fantastic tool to empower and elevate women in all settings, especially professional ones. I have found in life that people do business with those they like and trust. Breaking bread and sharing wine helps fuel conversations that can lead to respectful relationships.

So welcome to *RARECAT* magazine. Here, you'll learn about our wines, as well some very handy wine education in general. Read about our RARECAT Pro programs and pertinent think pieces written for women, by women. I hope these articles resonate with you.

I look forward to meeting each of you on my travels, sharing stories, and, of course, great wine. I want to hear your thoughts, aspirations, opinions, and concerns. And I want to be a conduit to enable great things to happen through the power of wine.

—Sharon Kazan Harris



RARECAT

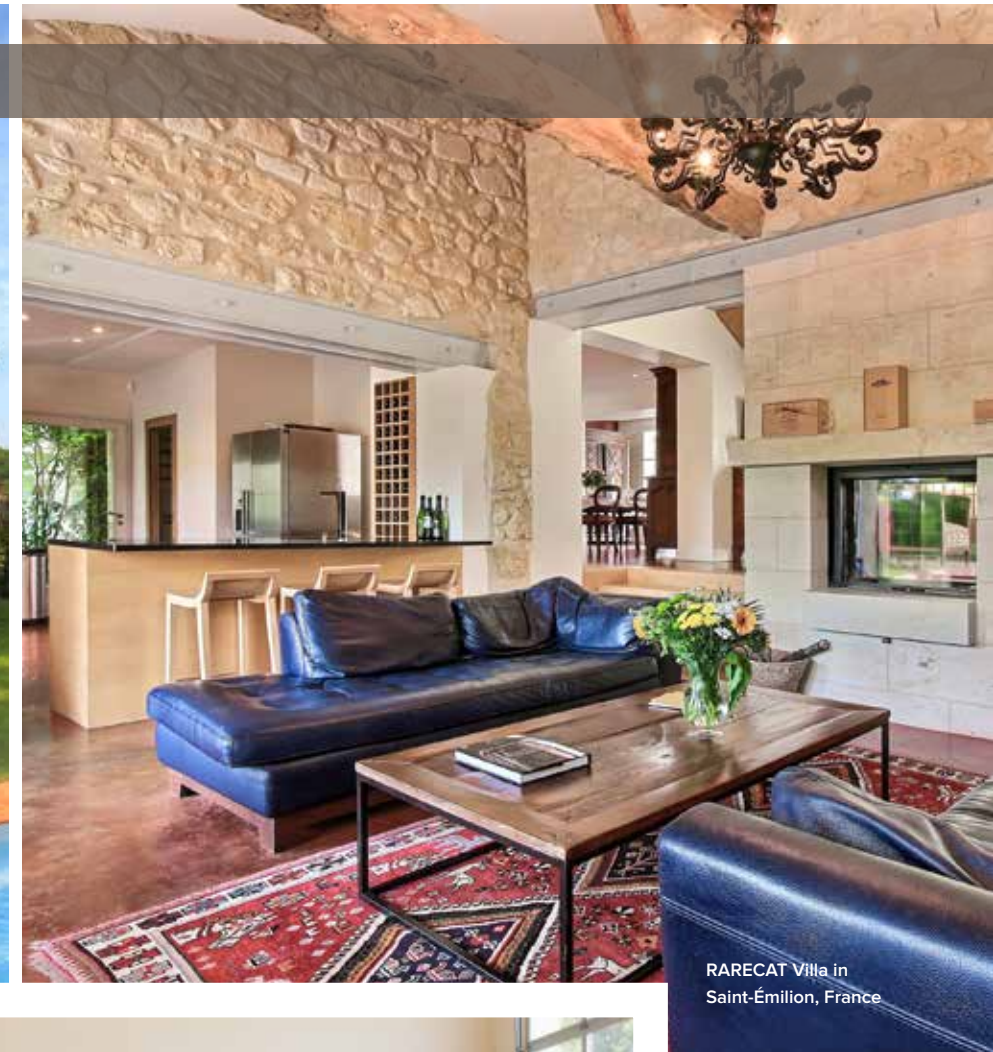
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BORDEAUX, FRANCE



RARECAT Villa in
Saint-Émilion, France



NAPA, CALIFORNIA

Operating on two continents, the RARECAT offices in Napa Valley, California, and the RARECAT Villa in Saint-Émilion, France, offer world-class experiences.
rarecatwines.com



WINES

RARECAT WINES

Sold exclusively through our website, our selection of wines reflects not only *terroir* but also owner Sharon Kazan Harris’s love for world-class wines. Sharon is the only American woman to produce wines in the regions of Napa, Bordeaux, and Champagne.



RARECAT Crémant de Bordeaux— or “French Sparkling”

The history of sparkling wine dates back centuries, to the Benedictine monks. Today, it’s becoming widely recognized as an everyday libation.

WINE NOTES

- 100% Semillon grapes.
- Green apple, citrus, ginger, and floral notes.
- A bright, clean mouthfeel and a lively finish.

USE IT AS AN IMPORTANT TOOL

- An invitation to bring together your best group of friends.
- A business tool for a networking lunch or dinner.
- A way to effect positive change through charity events that support women and children.

DID YOU KNOW?

- *Crémant* is French for “sparkling wine.”
- Nine regions in France produce *crémant*.
- Only sparkling wine made in the region of Champagne, France, can be called *Champagne*.

- *Crémant* is made in the same *traditional method* as Champagne and completes two fermentations.
- The bubbles are carbon dioxide, a result of the fermentation process.
- *Dosage* refers to the amount of sugar added to sparkling wine just before corking.

SPARKLING PAIRS WELL WITH MOST FOODS

- *Cheeses*—triple butter crème, Gruyère, and truffle cheese.
- *Appetizers and snacks*—prosciutto, stuffed mushrooms, potato chips, buttered popcorn, and almonds.
- *Mains*—creamy sauces, seafood, and spicy Asian entrees.

STORE AND SERVE

- Store upright in a wine refrigerator between 45°F and 48°F or in a dark space.
- Refrigerate in your standard refrigerator at least an hour before service. Keep well chilled in a bucket of ice when pouring.
- Pour 3 to 4 ounces in a tulip flute or standard wine glass to keep it cold for a longer time.



RARECAT Champagne

The Romans were the first to plant vineyards in this area of northeast France. By the 17th century, Champagne was associated with royalty. Today, this special occasion bubbly is a rapidly popular everyday wine.

WINE NOTES

- A vintage, brut, blanc de blancs wine made from 100% Chardonnay grapes.
- Sourced from an estate vineyard near the Côte de Sézanne.
- Bursts with citrus and floral notes and bright acidity.
- Aged for seven years, so its rich and beautiful complexity pairs well with its refreshing character.

USE IT AS AN IMPORTANT TOOL

- To host a private event to bring your lovely RARECAT friends together!
- A gift to your circle of influence.
- A way to effect positive change through charity events.

DID YOU KNOW?

- This wine can only be called Champagne if it’s produced in the region of Champagne, France.
- A “vintage Champagne” is made from grapes all grown in the same year.
- Most Champagnes are nonvintage, because grapes are usually blended from several years.
- Champagne is produced from three grapes: Chardonnay, Pinot Noir, and Pinot Meunier.
- Blanc de blancs—or “white wine from white grapes”—indicates 100% Chardonnay.
- Blanc de noir—or “white wine from black grapes”—indicates Pinot Noir and Pinot Meunier.
- Champagne goes through two fermentations, with the second fermentation taking place in the bottle.
- A “grower” Champagne is produced by the same estate that owns the vineyards from which the grapes come.
- RARECAT Champagne is coproduced with an eighth-generation Champagne family, the Gonets.

CHAMPAGNE PAIRS WELL WITH MOST FOODS

- *Cheeses*—triple butter crème, Gruyère, and truffle cheese.
- *Appetizers and snacks*—prosciutto, stuffed mushrooms, potato chips, buttered popcorn, and almonds.
- *Mains*—creamy sauces, seafood, and spicy Asian entrees.

STORE AND SERVE

- Store upright in a wine refrigerator between 45°F and 48°F or in a dark space.
- Refrigerate in your standard refrigerator at least an hour before service. Keep well chilled in a bucket of ice when pouring.
- Pour 3 to 4 ounces in a tulip flute or standard wine glass to keep it cold for a longer time.



RARECAT Rosé

Rosé is the fastest-growing wine trend in the United States, where it ranks third for export, behind France and Italy. Today, rosé is considered a lifestyle wine.

WINE NOTES

- Grenache with a touch of Viognier.
- Pink salmon in color, aromatic, and elegant, with bright acidity and a bone-dry palate.
- Reminiscent of citrus blossom, pink grapefruit, and lavender.

USE IT AS AN IMPORTANT TOOL

- Share with friends at the pool, the beach, boating, a picnicking event, or a lovely evening at home.
- Pour at a networking lunch or dinner to connect with your colleagues—and get business done!

DID YOU KNOW?

- Rosé is unique because it can be produced several ways: by limited skin maceration, direct pressing, the saignée method, and blending.
- The production method determines rosé’s unique color, from pink salmon to coral and even scarlet.
- Rosé can be made bone-dry or sweet, depending on when the fermentation process is stopped.
- Provence was one of the first vineyard regions established in France, and the Bandol region there is world-renowned for its Mourvèdre, Grenache, and Cinsault rosés, which are pale with delicate salmon hues.

ROSÉ PAIRS WELL WITH WHITE MEATS AND FISH

- *Appetizers and snacks*—Spanish olives, salty potato chips, prosciutto and melon, and goat cheese.
- *Lighter fare*—Asian BBQ shrimp, ceviche, bacon, turkey, pork chops, chicken, and light- to medium-textured fish.

STORE AND SERVE

- Store upright in a wine refrigerator between 45°F and 48°F or in a dark space.
- Refrigerate in your standard refrigerator at least an hour before service. Keep well chilled in a bucket of ice when pouring.
- Pour 4 ounces to keep it colder for a longer period of time.



RARECAT St. Émilion

St. Émilion is a special treat for Right Bank Bordeaux lovers who love quaint, medieval towns and world-class Merlot. The Romans planted the first vineyards in Saint-Émilion in the second century, and a monk named Émilion settled there in a hermitage carved into the rock around the eighth century. The traveling monks who followed him started up the commercial wine production in this picturesque area.

WINE NOTES

- 90% Merlot and 10% Cabernet Franc, with fruit farmed from the prestigious *plateau de calcaire*—or 100% limestone—soil.
- Hails from a vineyard in the “Villemaurine secteur” of Saint-Émilion owned and farmed by the same family for more than three generations.
- Young with bright fruit, high acidity, earthy characteristics, and lovely minerality.

USE IT AS AN IMPORTANT TOOL

- Impress and share with your Bordeaux-loving friends at networking lunches and dinners!
- Gift to friends, family, and colleagues that truly appreciate this handcrafted wine.



RARECAT Old Toll Cabernet Sauvignon

Cabernet Sauvignon is the world's most recognized red grape varietal. It's found a home in nearly every wine-producing country, popular because of its prevalence in French Bordeaux wines.

WINE NOTES

- A beautiful Bordeaux blend of 89% Cabernet Sauvignon with Cabernet Franc and Petit Verdot.
- Small hand-picked yields of hillside fruit that reap the benefits of morning sun and cool afternoon breezes.
- Small concentrated berries yield concentrated fruit with Old Toll characteristics of blackberries, mint, leather, and wet stone.
- Deep inky black with soft yet powerful tannins.

USE IT AS AN IMPORTANT TOOL

- Impress your friends who love French-style Napa Cabernets with bright fruit, lower alcohol, higher acidity, and dusty tannins.
- Gift to those who appreciate elegant, balanced Cabernet Sauvignon to drink now or cellar for years to come.
- Effect positive change by donating it to a charity event that's meaningful to you.



R.CAT Red Wine

Each year, RARECAT produces two to eight barrels of different ultra-premium, handcrafted red wines with fruit from Napa Valley or Sonoma County. This special-production, limited-edition wine is created specifically for our R.CAT allocation clients. They are meant to be versatile, fun, flirtatious, and affordable.

USE IT AS AN IMPORTANT TOOL

- Entertain your friends, family, and colleagues with R.CAT wines in any setting.

DID YOU KNOW?

- Right Bank Bordeaux is home to world-class Merlots.
- Left Bank Bordeaux is home to world-class Cabernet Sauvignon.
- The prevalent red grapes in Bordeaux are Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, and Malbec (though Malbec isn't used as often today).
- Blending is common in Bordeaux, and our RARECAT St. Émilion is a combination of Merlot and Cabernet Franc.

MERLOT PAIRS WELL WITH MEATS AND CHEESES

- *Cheeses*—Swiss, Mont d'Or, Port Salut, and Raclette.
- *Meats*—duck, lamb, and gourmet hamburger.

STORE AND SERVE

- Store laying down in a wine refrigerator between 58°F and 62°F or in a cool, dark space.
- Open and decant either the evening before or the morning of an event, because this wine is young and needs air to fully develop and integrate aromas.

DID YOU KNOW?

- Cabernet Sauvignon is the offspring of a crossing between Cabernet Franc and Sauvignon Blanc.
- Producing revered wines, Cabernet Sauvignon is one of the most widely planted grape varieties worldwide and the top-produced variety in Napa Valley.
- Sauvignon is derived from *sauvage*, French for “wild”—as in vines that grow quite aggressively, requiring pruning.
- The most expensive wine sold at auction in 2000 was a Cabernet Sauvignon.
- The resveratrol in Cabernet Sauvignon is said to help minimize the effects of Alzheimer's.

CABERNET SAUVIGNON PAIRS WELL WITH RICH MEATS AND MEDIUM-BODIED AND FIRM COW'S-MILK CHEESES

- *Meats*—braised beef short ribs, beef tenderloin, meatballs, braised venison cheeks, lamb, and salami.
- *Cheeses*—Swiss Gruyère, Comté, and Beemster Classic.

STORE AND SERVE

- Store laying down in a wine refrigerator between 58°F and 62°F or in a cool, dark space.
- Serve at room temperature or slightly cooler.

- Host a wine trunk show at your house, feature them at a family gathering, or include them in a business luncheon or dinner.

SIP AND SAVOR

- R.CAT wines are meant to be enjoyed with friends. They're easy to drink on their own or with a wide range of food—from snacks and appetizers to family-style meals. An easy-going, catch-all wine for most dishes.

HOW TO LOOK LIKE A WINE PRO AT A BUSINESS DINNER

by Meg Shea-Chiles

Nothing is more empowering at the table than knowing your way around a wine list, but it can also be intimidating. I remember well the business dinner that sealed my fate with wine.

That evening, I was amazed at how my boss took control of not only ordering the wine but also educating and entertaining everyone at the table about his choice. The wine became a tool to connect us all. We had a memorable dinner and, as importantly, a successful one with our clients.

Here are our tips for handling yourself around a wine list.

TAKE A SECOND TO CONSIDER THE FORMAT

How is the wine list organized? Typically, you'll find sections for wines by the glass and by the bottle. Apéritif and sparkling wines generally start the list, followed by white wines and rosés and then reds. It might be divided according to wine region, in which case the whites and reds might be placed in the same sections (although whites tend to be listed first). Or the list might simply be divided into Old World and New World wines.

Old World

- From countries considered the birthplaces of wine, like Europe and the Middle East.
- Countries include France, Spain, Italy, Austria, Lebanon, Israel, and Hungary.
- Lighter-bodied, lower in alcohol, with heavier restrictions on the winemaking process.

New World

- From countries that used to be colonies and tend to be in hotter climates.
- Countries include the U.S., New Zealand, Australia, Argentina, Chile, and South Africa.
- Fuller-bodied, bolder fruit flavors and higher in alcohol.

If you notice wines from one region more than any other, odds are the wine director has a soft spot and knows those regions really well. You likely won't go wrong if you select one.

DON'T BE AFRAID TO ASK QUESTIONS

Even master sommeliers continue to learn about wine every day. There's no need to pretend you know more than you do—that's what they are there for. They're ever so happy to provide as much information about a wine as you want, so learn from them!

DON'T BUY THE CHEAPEST OR THE MOST EXPENSIVE BOTTLE

Wine lists hit every price point for a reason: There's something for everyone. First, identify what you want to drink—like a certain white or red wine grape—and then scan the list. Chances are that several choices will fit the bill. Don't just go for the second-cheapest wine—you aren't fooling anyone!

CHECK THE LABEL AFTER YOU ORDER IT

Everyone makes mistakes. Take a quick look at the label and vintage to make sure it's what you ordered—and you're not surprised when the bill arrives.

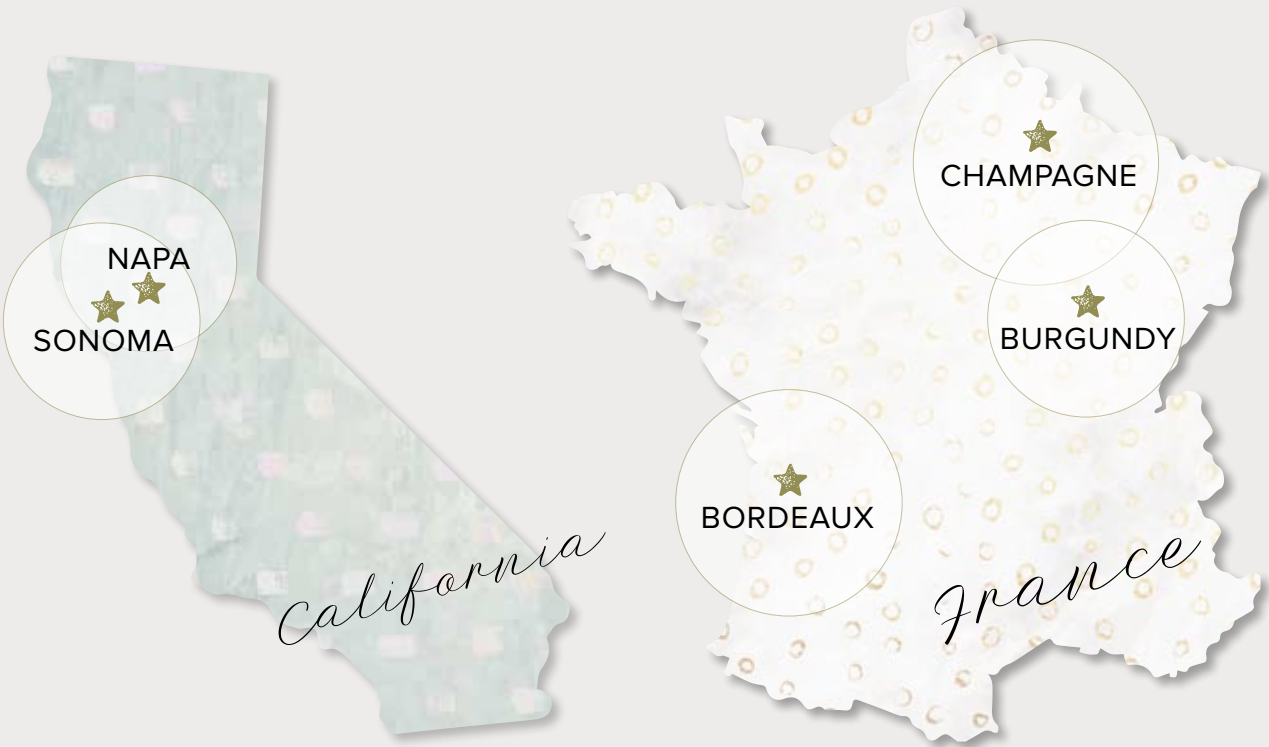
SMELL AND TASTE

Hold the glass at the bottom of the stem between your thumb, forefinger, and middle finger. Holding it by the bowl can affect the temperature of the wine and prevent you from seeing its color and clarity.

Take in the scent of the wine. Smelling only the cork won't reveal anything, despite what they show in the movies. Most “wine flaws” present themselves on the wine's “nose”—those first scents. It should go back if it smells like moldy newspapers, musky cardboard, Band-Aids, wet dog, vinegar, or burnt tires or has a sherry-like nuttiness (when it's not a sherry).

When in doubt, ask a sommelier. If the wine doesn't taste quite right to you, let them determine it for themselves. It's what they are trained to do. But don't send back a wine simply because you don't like the way it tastes. Restaurants will try to accommodate you, but avoid the situation by asking about the wine beforehand.

Now that you have control of the wine list, make a toast and let the conversation begin!



THE PERFECT PAIRING

by Shannon Latting

Deciding on a wine to have with your meal can feel overwhelming, but it doesn't have to be. When we engage in the experience of eating and drinking, we use all of our senses. We consider factors beyond smell and taste to texture and body. But there is one basic pairing rule to follow: *You're looking to complement or contrast a flavor.*

WINE
SUGAR
ACIDITY
FRUIT
TANNINS
OAK

FOOD
SUGAR
ACIDITY
FAT
UMAMI
SALT

WHEN IN DOUBT, STICK TO WINES FROM **WORLD-CLASS** REGIONS

With hundreds of bottles to choose from, it can be difficult to find a producer you know. If you don't want to spend the time reading through each page of a wine list or risk ordering a bad bottle, we suggest a simple technique: stick to wines from world-class regions.

We define "world class" as those regions where all wines produced there are high quality, given the area's reputation and history of pedigree. These wines are simply recognized as best in their class.

Here is a list of world-class regions by variety. If you see a bottle touting a producer from one of these regions, rest assured that it's a quality wine. When you can, explore the wines of lesser-known regions. You'll be pleasantly surprised by what you find!

Note that in France and other Old World countries, wines are named for the regions they come from—like Bordeaux and Burgundy—while in the United States and other New World countries, wines are named after the grape variety, like Merlot and Chardonnay.

SPARKLING Champagne, France

CHARDONNAY Burgundy, France; Russian River or Sonoma County, California

SAUVIGNON BLANC Pessac-Léognan region in Bordeaux, France; Napa Valley, California

PINOT NOIR Burgundy, France; Russian River or Sonoma County, California

MERLOT Pomerol and Saint-Émilion region in Bordeaux, France

CABERNET SAUVIGNON Pessac-Léognan, Medoc, Margaux, and Graves region in Bordeaux (stick to Grand Cru), France; Napa Valley, California

For pairing, decipher what leads the dish. It could be the main ingredient, the sauce, or even the cooking technique. Then decide if you want to pair like items or contrast them. Take a simple pan-roasted chicken breast with salt, pepper, and lemon. Because of their simple citrus notes, you could pair it with crisp Chablis from Burgundy or Pinot Grigio from Italy. However, if that same chicken breast is prepared in a spicy curry sauce, you would fare better with a contrasting wine selection, like a Gewürztraminer, Riesling, or Chenin Blanc with a bit of residual sugar to cool down the spiciness.

Here are more examples of wine-pairing rules in practice.

MATCH THE FOOD AND WINE'S BODY WEIGHT

The body weight of the wine—light, medium, or full—should match the food's. For example, a full-bodied Chardonnay with creamy, buttery notes is a good choice for a dish prepared in a rich, creamy sauce. Pair light-bodied whites and reds, like Pinot Blanc or Pinot Noir, with lightweight food, like a green salad or delicate salmon. Full-bodied whites and reds like Chardonnay or Malbec pair well with heavy foods, like fettuccine alfredo or a burger.

SAVORY FOODS NEED WINES WITH TANNINS

When enjoying heavier game or a dish with savory mushroom flavors, the clear choice is a wine with tannins, like a Cabernet Sauvignon or a Petite Sirah. The bitter astringency of a tannic wine is calmed by the umami present in meaty or earthy foods. One of the most tannic wines out there, Nebbiolo can be delicious with something rich and complex, like veal osso buco. The same thought results in the classic pairing of a New York steak and Cabernet Sauvignon or lamb and a red Bordeaux blend.

PAIR RICH, OPULENT INGREDIENTS WITH RICH, OPULENT WINES

Another example of pairing like items applies to the type of food you're serving. Try caviar or lobster with a timeless Champagne or foie gras with a thick, yummy Sauternes.

WINES WITH HIGH ACIDITY ARE VERSATILE FOOD WINES

When in doubt, a high-acid wine, such as a Chenin Blanc or a Riesling, will cover a lot of territory. These wines leave you wanting another sip, another bite. In salty dishes, the combination of salt and acid mellow each other out. For example, an Asian dish with soy sauce will work well with a Sauvignon Blanc.

SWEET WINES PAIR WELL WITH SPICY, SALTY, STINKY, AND SWEET FOODS

A wine with residual sugar can both contrast and complement abilities. It doesn't have to be overly sweet, either: Simply look for off-dry styles.

The residual sugar in a wine makes spicy foods more tolerable. For instance, match a spicy Thai dish like gai pad med ma mung and a Riesling. Salty foods enjoy a bit of sweetness—think about the combination of prosciutto di Parma and melon or a sea-salt caramel.

Sugar in wine also mitigates pungent foods like bleu cheese to make them quite enjoyable, like a Port with Stilton. The general rule with sweet foods, including desserts, is that your wine should be at least as sweet if not sweeter, or else the wine will taste dull. Try a Recioto della Valpolicella with dark chocolate, for example.

THE BEST WAY TO FIND WHAT YOU LIKE IS TO EXPERIMENT AND HAVE FUN!

Shannon Latting is a certified sommelier with the Court of Master Sommeliers, an advanced sommelier with the Wine & Spirits Education Trust, a certified specialist of wine with the Society of Wine Educators, and a certified sake professional with the Sake Education Council. She has served as sommelier at many luxury resorts and worked as general manager for top restaurants in New York, Beverly Hills, and Las Vegas.

REQUEST A POCKET GUIDE for all world-class regions at rarecatwines.com/tour.



What is RARECAT Pro?

People do business with people they like and trust. In the end, it usually boils down to relationships. “I learned early on in my career that business didn’t take place in the conference room, but in country clubs, golf courses, and over dinners,” says Sharon Kazan Harris.

OVER THE PAST NINE YEARS, RARECAT WINES HAS WORKED WITH THOUSANDS OF EXECUTIVES FROM AMERICAN CORPORATIONS TO PERFECT THE TRIFECTA “FINE WINE + EDUCATION/ENTERTAINMENT + NETWORKING,” ELEVATING EVENTS AND CONNECTING PEOPLE.

Wine is widely recognized as highly valued cultural currency, and it’s been used for thousands of years to connect people. “Knowing wine was the starting point for many invitations,” adds Sharon. “The access I gained as a young professional because of my passion for wine helped build my success in business. You have to not only get to the table but then also take control of the dialogue. Wine is a powerful tool for connecting people, and when done with purpose, it can develop business opportunities with clients, partners, and teams.”

This naturally morphed in RARECAT Pro. “We are the only winery that focuses on helping corporations meet their goals through wine—whether it’s working with their customers, partners, or employees.”

RARECAT Pro is excited to offer unique wine education and entertainment programs to businesses. Seminars focus on a range of topics that include empowering women in a business dinner setting,

building skills for up-and-coming professionals, and curating elite winemaker dinners for VIP clients and corporate boards. With topics that include “Don’t Give Up the Wine List” (teaching female executives how to control a business dinner), “Wine Business Etiquette” (using wine as a business tool), and “French Wine” (teaching executives who travel internationally how to order wines abroad), we not only cover the basics but also give you a strong foundation so that you’re confident and comfortable with wine knowledge.

Join us in our quest to bring executives together and empower them with the message of using wine as a business tool, all while underscoring the importance of diversity for businesses. It’s our pleasure to help you get the most out of something we are truly passionate about.

NETWORKING BEYOND THE WINE

What to do before, during, and after a business networking event to ensure success.

by Kelly Scanlon

Wine is a great connector. As it’s poured, conversations flow and laughter bubbles, easing the way to new relationships. Still, beyond the wine, you can follow a few tips to ensure the success of your business networking efforts.



BEFORE THE EVENT

Woody Allen is often quoted as saying that 80% of success is showing up. When it comes to business networking events, though, it’s best to plan.

RESEARCH THE ATTENDEES. Who do you want to see, and why? If possible, contact the host or event site beforehand for a list of attendees. Purposefully research two or three people you want to meet, and wrap your head around what you hope to achieve by talking with them. Remember, they don’t always have to be new contacts. Networking events are also useful for reconnecting with people you haven’t seen for a while or touching base with someone for a quick meeting.

INVESTIGATE EVENT SPONSORS. Is it possible for you to do business together? If so, introduce yourself to representatives at the event, and find out who you need to talk with to explore business opportunities. Don’t forget to thank them for sponsoring the event.

STOCK UP ON BUSINESS CARDS. It’s always embarrassing to realize you don’t have any cards left when you’re asked for one.

DURING THE EVENT

Walking into a roomful of people you don’t know can be intimidating. Take the pressure off with a few simple tricks.

DON’T FOCUS ONLY ON YOURSELF. A sure way to get the conversation flowing is to ask others about themselves. Ask questions that require more than a simple “yes” or “no.” You want to build momentum, not bring the conversation to a quick close. Questions that begin with “how,” “what,” or “where” typically require more thorough responses.

BE INTENTIONAL WITH YOUR MESSAGE. Make sure that you can deliver your elevator speech naturally and easily when someone asks about your business. If you’ve practiced it, you can be intentional in your message, rather than grasp for words in the moment, realizing later you left out important points.

HAVE RESPONSES TO FALL BACK ON. Become adept at turning conversations around when you’re at a loss for words or the other person isn’t responding. For example, after you’ve explained what you do, you can ask the other person something like, “What do you enjoy most about your work?”

BE GENEROUS WITH INTRODUCTIONS. Be a connector. If someone you meet could benefit from talking with someone you know, offer to introduce them.

DON’T PUSH YOUR PRODUCTS AND SERVICES. We all know people who lead every introduction with their business card and then deliver what amounts to a long-winded sales pitch. Don’t be that person. While it’s perfectly acceptable to tell people what you do, don’t be pushy. When it is appropriate to exchange cards, take a minute after the conversation ends to jot a quick note on the back to help you remember your new contact. You’ll be surprised at how quickly you forget after you’ve talked with a few people.

AFTER THE EVENT

Make sure to follow through after the event too. Otherwise, the time and effort you spent planning and attending the event is wasted.

CONNECT ON SOCIAL MEDIA. After a business event, it’s appropriate to request a LinkedIn connection. Resist the temptation to send the generic request, instead briefly reminding them about how you met. Once you’ve made a connection, see if you have any connections in common or if they know somebody you’d like to be introduced to. If appropriate, make Facebook and Twitter connections too. If your new contact has a business Facebook page, “like” the page.

DO WHAT YOU PROMISED. Within three days, follow up with any next steps—another meeting date, a request for materials, whatever it might be—while the connection is fresh.

Follow these tips, and your next networking event should open up opportunities.

Kelly Scanlon is an entrepreneur and business publisher who is launching a community focused on bringing women together to learn about and enjoy wine. Reach her at kscanlon@interrobangsolutions.com.



CONNECTING WITH FEMALE CHEFS

by Jennifer Curry

At RARECAT Wines, we love to use wine to elevate women, promote diversity, and help our partners connect with their stakeholders. Our RARECAT Road Tour is a testament to these values, and our way of connecting and supporting women along the way.

A big theme of our RARECAT Road Tour is to help elevate women by encouraging them to do business together. One suggestion is that female executives spend corporate-entertaining dollars at restaurants where the chef-owners are women.

Take a peek at the cities on the RARECAT Road Tour, and consider supporting some of these stellar restaurants run by female chef-owners for your next corporate or pleasure events.

Jennifer Curry is a trained WSET 3 wine educator, ex-restaurant owner, and current director of client experiences for RARECAT Wines.

RARECAT ROAD TOUR CITIES

DENVER, CO

Jennifer Jasinski, *Bistro Vendôme*
Teri Rippetto, *Potager*

KANSAS CITY, MO

Lidia Bastianich, *Lidia's Kansas City*

ST. LOUIS, MO

Jesse Mendica, *Olive + Oak*

CHICAGO, IL

Anna Abbey, *Mad Love*
Abra Berens, *Stock*
Sarah Grueneberg, *Monteverde*
Carrie Nahabedian, *NAHA*

DETROIT, MI

Lisa Ludwinski, *Sister Pie*
Kate Williams, *Lady of the House*

CLEVELAND, OH

Antoinette Mathis, *Nina Laurens*
Jill Vedaa, *Salt*

BOSTON, MA

Barbara Lynch, *Menton, No. 9 Park*
Christina and Carla Pallotta, *Nebo Cucina & Enoteca*
Susan Regis, *Shepard*
Ana Sortun and Cassie Piuma, *Sarma*
Ana Sortun, *Oleana*

NEW YORK CITY

Lidia Bastianich, *Felidia*
April Bloomfield, *The Spotted Pig*
Missy Robbins, *Lilia*
Daniela Soto-Innes, *Cosme*

WASHINGTON, DC

Amy Brandwein, *Centrolina*
Nora Pouillon, *Nora*

RALEIGH, NC

Ashley Christensen, *Death & Taxes, Poole's Diner*
Cheetie Kumar, *Garland*
Andrea Reusing, *Lantern*

KINSTON, NC

Vivian Howard, *Chef & the Farmer*

CHARLOTTE, NC

Amy Fortes, *Flipside Restaurant Group*
Cassie Parsons and Vanessa Smith, *Harvest Moon Grille*
Kristine Schmidt, *300 East*

ATLANTA, GA

Linda Harrell, *Cibo e Beve*
Anne Quatrano, *Bacchanalia*
Savannah Sasser, *Hampton + Hudson*
Deborah VanTrece, *Twisted Soul Kitchen + Bar*

NASHVILLE, TN

Jessica Benefield, *Two Ten Jack*
Deb Paquette, *Etch*
Seema Prasad, *Miel*
Julia Sullivan, *Henrietta Red*

CHATTANOOGA, TN

Jessica Benefield, *Two Ten Jack*
Regina Johnson, *Black Inn Cafe*

NEW ORLEANS, LA

Leah Chase, *Dooky Chase's*
Susan Spicer, *Bayona*
Rebecca Wilcomb, *Herbsaint*

HOUSTON, TX

Anita Jaisinghani, *Pondicheri*
Claire Smith, *Canopy*
Tracy Vaught, *Backstreet Cafe, Hugo's*

DALLAS/FORT WORTH, TX

Molly McCook, *Ellerbe Fine Foods*
Misti Norris, *Petra*
Janice Provost, *Parigi*
Sarah Snow, *The Grape*
Gloria Starling, *The Capital Grille*
Carolanne Treadwell, *CBD Provisions*
Donatella Trotti, *Nonna Tata*
Sharon Van Meter, *3015 at Trinity Groves*

AUSTIN, TX

Sonya Coté, *Eden East, Hillside Farmacy*
Elaine Martin, *Eastside Cafe*
Teresa Wilson, *Sala & Betty*

LOS ANGELES, CA

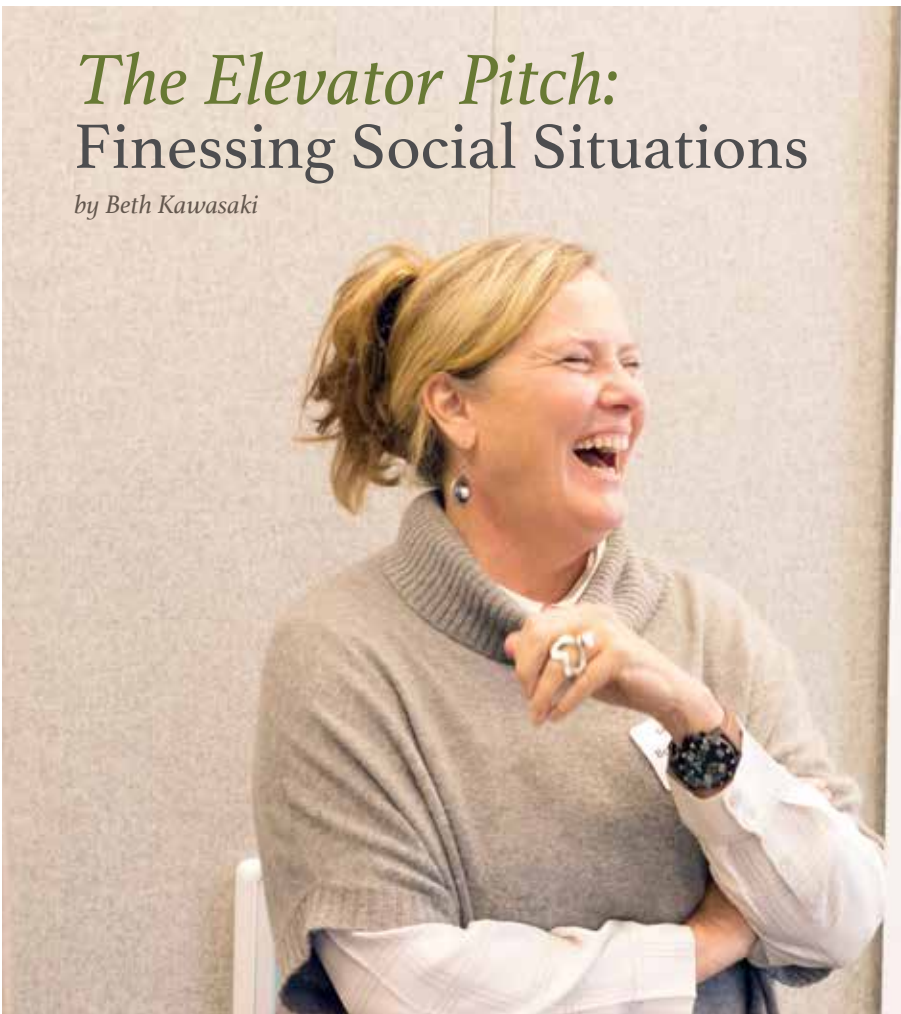
Sarah Hymanson and Sara Kramer, *Kismet*
Niki Nakayama, *n/naka*
Caroline Styne, *Lucques*

SAN FRANCISCO, CA

Melissa Chou, *Mister Jiu's*
Dominique Crenn, *Atelier Crenn*
Traci Des Jardins, *Jardinière*
Tanya Holland, *Brown Sugar Kitchen*
Preeti Mistry, *Juhu Beach Club*
Melissa Perello, *Frances, Octavia*
Gayle Pirie, *Foreign Cinema*
Jennifer Puccio, *Marlowe*
Alice Waters, *Chez Panisse*

The Elevator Pitch: Finessing Social Situations

by Beth Kawasaki



Have you ever found yourself in a social work situation running out of things to say? I have. Call it social fatigue, introversion, or any combination of social faux pas, the result is always embarrassing. After one particular incident, I decided I would never let that happen again.

Here are hard-won tips to prep for and maximize upcoming meetups for the hard-at-work or return-to-work woman, so those awkward moments don't happen.

KEEP YOUR STORY SHORT AND SWEET

When my career was on pause, one of my least favorite questions at cocktail parties was, “What do you do?” You have about 30 seconds to engage someone before they have social permission to look away, and there has to be a “benefit” in it for them and an “ask” from you.

What is the story you want to tell? What's in it for your listener? And what would you like from them so that you can move forward with your goals?

REBRAND YOURSELF WITH YOUR NEW GOALS IN MIND

If you're intent on starting a new business or going back to paid work, you'll need to rebrand yourself in the minds of your most important networks—those nearest and dearest to you.

What new visual cues and verbal messages do you want to communicate to your networks?

KEEP IT REAL AND READJUST

Michelle Lederman, executive coach and author of *The 11 Laws of Likability*, reminds us that while there's no right or wrong way to network, you should focus on building relationships by bringing

your real self, “unique charms” and all, to the party. Read the situation accurately, and make adjustments as called for. And she says that if we can't be at an event with authenticity, it might be time to go home and network another day. *Thanks for that permission, Michelle!*

GET READY TO GIVE

Michelle also advocates living out the law of giving. Engage not with an expectation of receiving, but because you genuinely want to contribute value and have much to offer others. The funny thing about giving, she notes, is that it's exponential. And while it may not be reciprocal in that moment, it will be somewhere down the line.

PRACTICE AND PACE YOURSELF

Successful social situations require preparation.

Where are your upcoming events? Who will you be socializing with? What do you want to communicate about who you are now and where you want to go next? What do you need, and what can you offer?

Online are dozens of articles about finessing your elevator pitch. Write down your 30-second

version, removing any unnatural jargon, and practice it with a friend or in front of a mirror to refine your delivery. Don't forget your body language! Your goal is to have a polished pitch in your pocket that's easily accessible, fluid, and flexible when the opportunity presents.

YOUR FOLLOW-UP MAKES OR BREAKS IT

Now that you've started that conversation, initiated a new relationship, and collected business cards, follow up! This is where most folks fail. Connect through a *personalized* invitation on LinkedIn. When appropriate, follow-up by email, text, or phone.

What did you offer to do for this person? Confirm that. What did you ask for—an informational coffee or phone call? Schedule it, and then prepare for that next conversation.

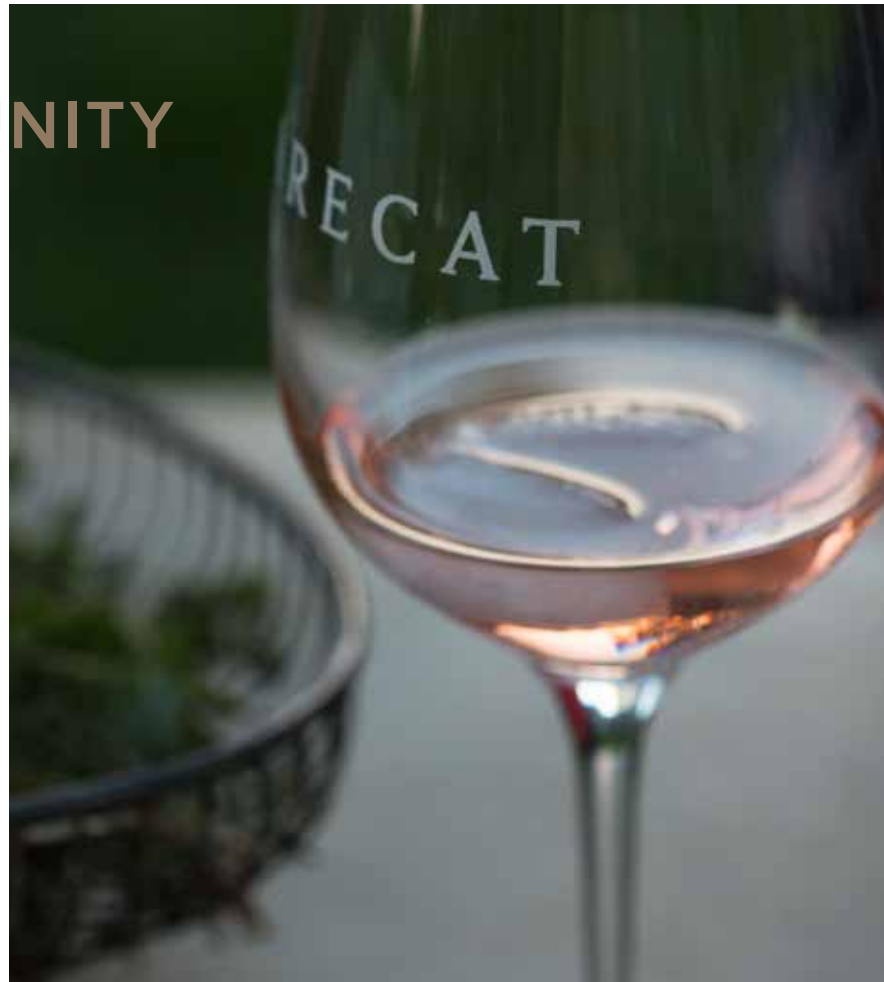
Beth Kawasaki is VP of marketing at ReBoot Accel, a career accelerator for women. Her experiences include marketing and advertising for the likes of P&G and Apple and advocacy work on behalf of marginalized girls and women in developing countries and communities. Along the way, she raised a family and earned a master's in theology and gender justice issues. Visit rebootaccel.com.

HOW TO BUILD A COMMUNITY WITH WINE

Wine is a powerful tool for connecting with those you know, as well as with those you want to know better. Use wine to build your community. Given that time—or lack of it—is a factor especially for successful women, knowing that you can combine education, networking, and fun wine into one event is a big plus.

RARECAT VIRTUAL TASTING

RARECAT Wines offers virtual tasting opportunities to our club and allocation clients. These events are a fantastic way to bring a winemaker into your home. We send out wines and the appropriate glassware, if needed, and center the event on a theme, including instructions on how to prepare for the tasting. Using VoIP like Skype, we walk you and your guests through the tasting as if you were sitting with us in our Napa Valley office. Armed with newfound wine knowledge, the party continues to evolve in your home. Perfect for small groups. Email info@rarecatwines.com for details.



Education + Fun + Networking + Wine

FIVE POSSIBLE THEMES FOR A WINE PARTY

BEST BOTTLE

Invite six to eight people, and ask everyone to bring their best bottle of wine. This is a wonderful way to treat yourself by treating others. At the end of the night, if any wine is left over, have each person choose their favorite opened bottle to take home.

BLIND TASTINGS

This is a great way to learn about wines without the influence of the brand. Place four to six bottles of uncorked wine into numbered brown bags to hide the labels. Pour each participant a taste of the first bottle, and hand them an index card for each bottle's number. Guess the grape variety, the region, and the year of each wine. At the end, everyone ranks their favorite before the bottles are revealed.

VARIETY VERTICALS

Side-by-side tastings are the best way to learn about the nuances of a variety or a region. Chose four to six wines of the same varietal—for example, five Cabernet Sauvignons from five regions either around the world or even within a micro-region, like Napa Valley. Write tasting notes and compare bottles.

SAME WINE VERTICALS

See, smell, and taste the difference that weather, growing conditions, and *terroir* has on a wine by tasting different vintages—perhaps a three- to five-year spread—of the same bottle from one winery. You will be amazed by the results!

PRICE POINT WINE GAME

Just as we don't wear the same clothes to work in the garden as we do to a black-tie event, there are times that call for a lovely consumable wine over a special vintage. Discover the difference between collectible, fine wines and consumer-friendly, casual ones. Try wines at different price points, ranging from supermarket finds for under \$15, to bottles in the \$30 to 35 range, and a few at \$75 or more from a fine retailer or sourced from a winery.

Successfully Managing Difficult Conversations

by Deana Kardel



Whether we are obliged to communicate a bad performance review, say no to someone, oppose disrespectful or discriminatory behavior, disagree in a group, end a relationship, question an invoice, ask for a raise, or give directives to colleagues—difficult conversations abound.

To confront or not to confront? Both choices carry consequences.

Most people choose to avoid difficult conversations because of the angst that accompanies the unknown. We fear adding to the conflict, we aren't prepared to manage the resulting change, or we hope the problem will disappear altogether. We may also feel vulnerable, which in turn can affect our self-esteem, our self-confidence, or both. Or we may care so much that we fear our emotions will overcome our logic. With all that risk, it's no wonder avoidance is a common coping method.

Confrontations typically result when the pain is too great to ignore or when our identity, core values, or livelihood is threatened. Yet experience shows that when we confront a problem before the pain, we benefit. Early and successful confrontations prevent situations from escalating into crisis, significantly improve time management, and boost self-confidence. To reap these and other benefits, master three elements that work in harmony.

Despite what we may think, we often engage in difficult conversations to prove a point, to reinforce our need to be right, or to demand different behaviors. We may think that the other person is the problem or their motivations hold malintent. Thus, through the lens of our own biases, we judge them as people.

Research reveals that we all have unconscious biases. What are yours? They typically can't be seen unless you know what to look for. Question your past experiences and biases. Seek first to understand the full picture before jumping to conclusions. Break down the chain of events. Hear not only what is said but also what isn't said. Be curious about how underlying feelings and personal issues affect both parties. Seek to understand the *why* behind the *what*. The purpose is to ensure productive conversations based on solutions.

Motivational Strategy

An important step to successful conversations is to know your motivations and behavioral goals. Once articulated, prepare for and practice the conversation: What are you going to say, and how might they reply? How will you respond? What might lead them to respond in one way versus another? Then practice looking at the conversation as if you were a neutral outsider. What insights might a neutral party reveal, and how might you incorporate these insights into your conversation? What might you ask or say differently to uncover what is not being said? How well do you understand the other person's hidden feelings, motivations, and circumstances so that your intentions can be achieved?

Practicing this methodology strengthens the conversation's direction and mitigates the infringement of unwanted emotions. This type of strategic preparation armors you with confidence and works toward advancing your goals.

Empowering Fundamentals

All professional athletes practice the basic physical fundamentals of their sport so that when the heat is on, muscle memory engages fully. Muscle memory is critical to optimal success. The same holds true for business professionals. Business people must practice the physical empowering fundamentals before engaging in challenging conversations. Those include stance, breath, voice, and visualization, to name a few. When the stakes are high, these fundamentals assure message clarity and understanding. When practiced regularly, fundamentals like standing firmly and evenly; taking full and relaxed breaths for calm and clear thinking; using the cadence, tone, and voice strategically; restating your purpose and next steps; and visualizing the desired outcome become the muscle memories accessed during stressful conversations. Like top athletes, practicing and mastering the fundamentals ensures winning outcomes.

We avoid difficult conversations because we are out of our comfort zone. However, by shifting the mindset, preparing for the conversation, and implementing empowerment techniques, we can be more comfortable in confronting unwanted behaviors. And we can better predict outcomes while simultaneously reducing pain, fear, and anxiety. With this understanding, difficult conversations become easier. With regular practice, you can master them.

Deana Kardel is the founder of Eos Consulting, working with executives to help them achieve their maximum potential through retreat facilitation, one-on-one coaching, and executive dispute resolution. Her work was recently featured in the book Mastering the Art of Success. Reach her at dkardel@EosConsultingInc.com or 415-845-7690.

INSIDER GUIDE: NAPA VALLEY, CALIFORNIA

Napa Valley is undoubtedly a special place. Aside from being a world-class wine country hotspot, Napa Valley boasts the highest number of Michelin-starred restaurants per capita in the world. Plus its varied terrain makes it perfect for hiking, biking, and long, scenic walks.

Here, we ask some of Napa Valley's own for their favorite dining spots and activities, so that you can live like the locals when you come to town!



LOCAL LUNCH FAVES

"You have to try the burger at **MUSTARD'S GRILL**. Chef Cindy Pawlcyn grows all her own produce locally." —*Nick Perata, perataluxurytours.com*

"**DON GIOVANNI'S** for fantastic pasta. Eat al fresco or at the bar." —*Meg Shea-Chiles, RARECAT Pro*

"Grab a Roca Piadina with turkey and bacon at **PIZZERIA TRA VIGNE** on Main Street." —*Lisa Redmon, redmonwines.com*



"**COOK ST. HELENA** for its Northern Italian cuisine." —*Jennifer Curry, RARECAT Wines*

"On a nice day, sit outside at **FARMSTEAD**. A great spot to meet up for drinks." —*Janice Ilsley, ilsleyvineyards.com*

"Head to **HOG ISLAND OYSTERS** tucked away in the Oxbow Public market for lunch" —*Sharon Kazan Harris, RARECAT Wines*

Brunch at the **NAPA GENERAL STORE**. Technically not lunch, but it's hard to beat the Vintners Breakfast combo." —*Holden Sapp, alluviumwinetours.com*

WHAT TO DO

"**RENT A BIKE** in Yountville, and discover the Stag's Leap district. Or follow the Napa Valley Vine Trail from one end of the valley to the other!" —*Janice Ilsley, ilsleyvineyards.com*



"Nothing beats a day at **LAKE BERRYESSA** boating and fishing." —*Jim Dolan, magnumwinetours.com*

Take a cooking class at the **CIA AT COPIA** or a wine classes at **COMPLINE**." —*Sharon Kazan Harris, RARECAT Wines*

I love to take **HIKES** with my dog. There are so many amazing trails all over the valley." —*Doug White, Beyond the Label, btlv.com*

"I love to treat my wife to a romantic day in my 1947 Packard, starting with bubbles at **RARECAT WINES** and ending with a spa experience at **SILVERADO**" —*Tab Borge, Classic Convertible Wine Tours, ccwinetours.com*



DECADENT DINING

"My favorite dining spot is still the **RUTHERFORD GRILL**—consistently great!" —*Nick Perata perataluxurytours.com*

"The French **BISTRO JEANTY** is a neighborhood gem." —*Jennifer Curry, RARECAT Wines*

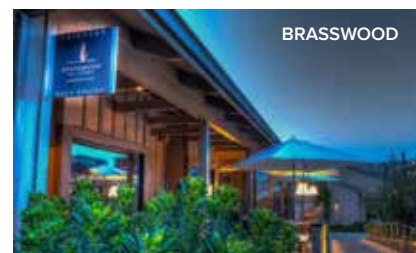
"I have a hard time choosing between **ANGELE** and **OENOTRI** in Napa." —*Joel Aiken, Consulting Winemaker*

"**TERRA** or its more casual **BAR TERRA** in St. Helena for their Asian-inspired dishes." —*Sharon Kazan Harris, RARECAT Wines*

"**TORC** is my favorite white-tablecloth restaurant in Napa." —*Janice Ilsley, ilsleyvineyards.com*

"Every cocktail and dish at **THE CHARTER OAK** in St. Helena is memorable." —*Paul Bailey nvwineexcursions.com*

"At **BRASSWOOD**, always start with the hand-pulled mozzarella. It's not on the menu, so ask for it!" —*Lisa Redmon, redmonwines.com*



"We love **PASTA PREGO**. Chef Marco Ruiz has been cooking in Napa for over 25 years!" —*Dave Barber, Sommefied*

INSIDER GUIDE

INSIDER GUIDE: SAINT-ÉMILION, FRANCE

Just 35 kilometers east of Bordeaux, surrounded by world-renowned vineyards, sits the pretty little town of Saint-Émilion, a UNESCO World Heritage Site that dates back more than 2,000 years. With 35 years of experiences in Bordeaux, Sharon Kazan Harris is the ultimate guide to Saint-Émilion. She offers these day-trip itinerary suggestions that the RARECAT team can execute for you.



Take a private tour of **SAINT-ÉMILION** and dinner at **L'ENVERS DU DÉCOR**, a delicious, casual gastro bistro. Visit envers-dudecor.com.



RARECAT Villa is a four-bedroom, 4.5-bath private villa in the heart of Saint-Émilion. Enjoy a gourmet kitchen and all-modern amenities, plus it's walking distance to many amazing wines shops and Michelin-starred restaurants. For details or reservations, email info@rarecatwines.



Visit the **MARCHÉ DE LIBOURNE**, a farmers market that's indoors daily and open-air on Tuesdays and the weekends. Follow it up with a visit to a **POMEROL CHATEAU**, enjoying a picnic lunch with the chateau's owners.



Enjoy a **HARVEST LUNCH** at a one-or two-starred restaurant within walking distance of the villa, coupled with a **PRIVATE TASTING** at a chateau.

Arrange a **FARMER'S MARKET VISIT** with a private chef, followed by a **PRIVATE COOKING LESSON** at the villa and a wine-paired dinner.



Spend the day exploring the beautiful, historic town of Bordeaux, and visit its amazing new wine museum, **MUSÉE DU VIN BORDEAUX**. Learn more at museedevinbordeaux.com.

Explore two historic properties in the Sauterne region—**CHÂTEAU D'YQUEM** and another family property owned for 500 years—followed by a quaint lunch locally in the village.



Go on a guided wine tour to other Bordeaux wine regions of **MEDOC** to the north and **GRAVE-SAUTERNE** to the south.



For the ultimate in luxury, spend the day at **LES SOURCES DE CAUDALIE** in Bordeaux, a vinothérapie spa that launched the Caudalie line. Visit us.caudalie.com.

COMING TO NAPA? Request an updated list of the insider's resource guide at info@rarecatwines.com.

GOING TO BORDEAUX? Request an updated list of the insider's resource guide at info@rarecatwines.com.

RARECAT ORDER FORM

Complete, scan, and email the bottom of this form to info@rarecatwines.com.

ALLOCATIONS

One-case allocations ship annually and automatically renew. You receive your first allocation at the time of signup and subsequent allocations in the month shown. And you can put an allocation on hold for a year without losing your place on the list. *All purchases are subject to sales tax and a flat \$25 shipping fee.*

RARECAT OLD TOLL CABERNET SAUVIGNON ALLOCATION
ships in October: \$1,320

RARECAT ST. ÉMILION ALLOCATION
ships in February: \$660

R.CAT ALLOCATION
*ships in March: \$552**

RARECAT CHAMPAGNE ALLOCATION
ships in October: \$948

RARECAT ROSÉ ALLOCATION
*ships in March: \$312**

RARECAT FRENCH SPARKLING
*ships in April: \$312**

**Reflects a 30% discount on individual bottle prices.*

AUDREY CLUB

No fee to join, this club ships wine to you twice a year. Customize options to fit your preferences. Get access to private club events, take advantage of special offers, and support charity causes.

Includes complimentary visits at RARECAT’s Grey Barn plus 20% off RARECAT Villa accommodations in Saint-Émilion. *All purchases are subject to sales tax and a flat \$25 shipping fee.*

FALL SHIPMENT IN OCTOBER

6 bottles of RARECAT Old Toll Napa Valley Cabernet Sauvignon: \$660

SPRING SHIPMENT OPTIONS

6 bottles of RARECAT Rose	\$156
6 bottles of Champagne	\$474
6 bottles of St. Émilion	\$330
6 bottles of Old Toll Cabernet	\$660
6 bottles of R.CAT Red	\$276

MIXED 1/2 CASE

2 bottles of Rosé, 2 bottles of Champagne, and 2 bottles of St. Émilion: \$320

INDIVIDUAL BOTTLES

Order individual bottles directly from our online store at rarecatwines.com/wines/store.

All wines are sold in CA. 15% restocking fee + shipping cost on all returned orders.

Name_____

Email_____ Phone_____

SHIPPING ADDRESS (business address suggested)

Address _____ City_____

State _____ ZIP Code _____

Credit Card Number _____ Expiration Date _____

Security Code _____ Signature _____

BILLING ADDRESS

☐ Same as shipping address

Address _____ City_____

State _____ ZIP Code _____

CHECK THE ALLOCATIONS YOU'D LIKE TO PURCHASE:

☐ St. Émilion ☐ R.CAT Red ☐ Rosé ☐ Champagne

☐ French Sparkling ☐ Old Toll Cabernet Sauvignon

JOIN THE AUDREY CLUB WITH A SPRING SELECTION OF ONE OPTION:

☐ St. Émilion ☐ R.CAT Red ☐ Rosé ☐ Champagne

☐ Mixed ☐ Old Toll Cabernet Sauvignon

Special Notes or Requests



Thank you

to our beloved supporters and close friends for your constant encouragement and assistance.



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RARECAT



RARE·CAT

/rer-kat/ *noun*

- A female so beautiful, intelligent, and charming that she is deemed a rarity.
- A majestic and powerful mountain lion.
- A symbol of the rare, elusive beauty embodied in each of our bottles of wine.

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