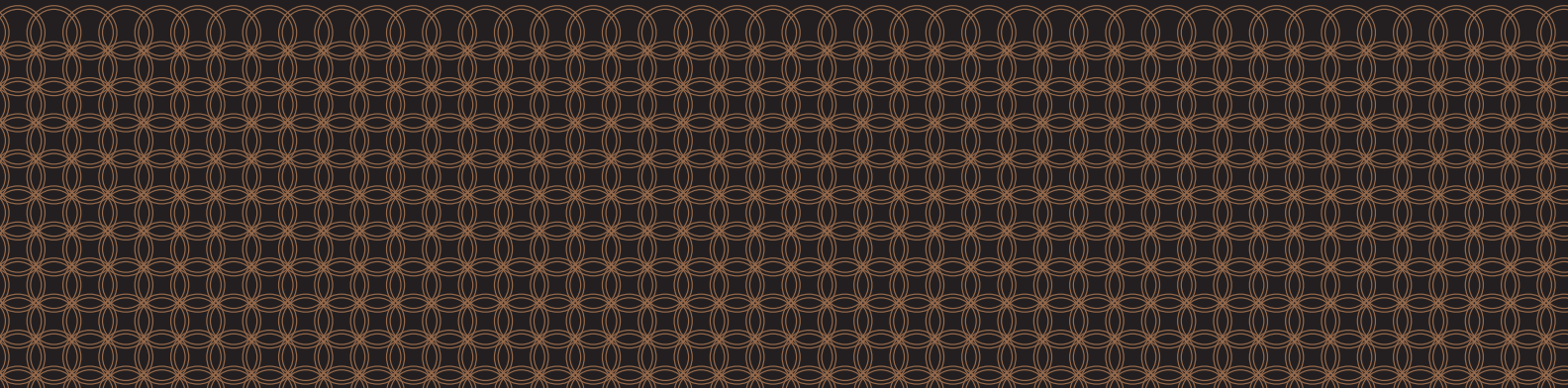




**PRINCIPLE**

F I N E W I N E S







Principle Fine Wines embodies a belief in the artistry,  
sense of place and distinctive character of our portfolio of wines.

We are a dedicated team of enthusiasts whose principles are  
rooted in our core values of integrity, quality and entrepreneurship.

*Salute!*







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AVAILABLE NATIONALLY

# Palmer & Co

C H A M P A G N E

Established in 1947, Palmer & Co began with 7 different winegrowers who came together due to their shared passion of growing prized Premier & Grand Cru grapes in the Montagne de Reims region of Champagne. Having created wines together, their shared passion and desire for perfection has given this Champagne House a reputation for its passion, harmony and pursuit of excellence.


Palmer & Co Champagnes hold natural elegance that not only lasts over time but also develops and improves. The House is also committed to sustainable winegrowing with a strict plan that protects the grapes and vineyards and diminishes waste.





NATURALLY ELEGANT





THE MOST CELEBRATED  
WINERY IN THE HISTORY OF  
AMERICAN WINE WITH OVER  
THIRTY-SEVEN 100 POINT  
SCORES



# *Schrader*

In 1998, antiques dealer Fred Schrader had a vision of creating the highest quality Cabernet Sauvignon from Napa Valley. Through passion and persuasion, he secured grapes from Andy Beckstoffer's holdings in the legendary To Kalon Vineyard and hired Thomas Rivers Brown, then an assistant winemaker who had never before made a Cabernet wine. Thirty-five years later with over thirty-seven perfect 100 point scores, from acclaimed critics Robert Parker Jr. and Lisa Perrotti-Brown at *The Wine Advocate*, James Laube of *Wine Spectator*, James Suckling and Jeb Dunnuck, Schrader Cellars continues to define itself as one of the most iconic producers of Cabernet Sauvignon in Napa Valley.

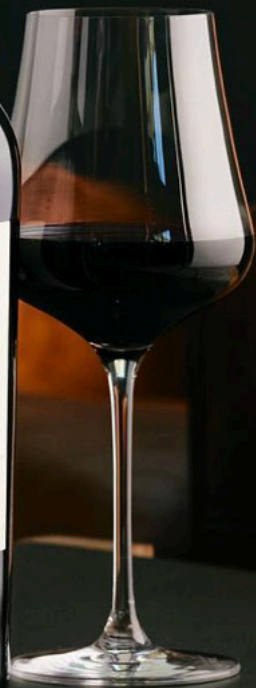
Double Diamond 2019 Vintage

## #1 WINE SPECTATOR TOP 100

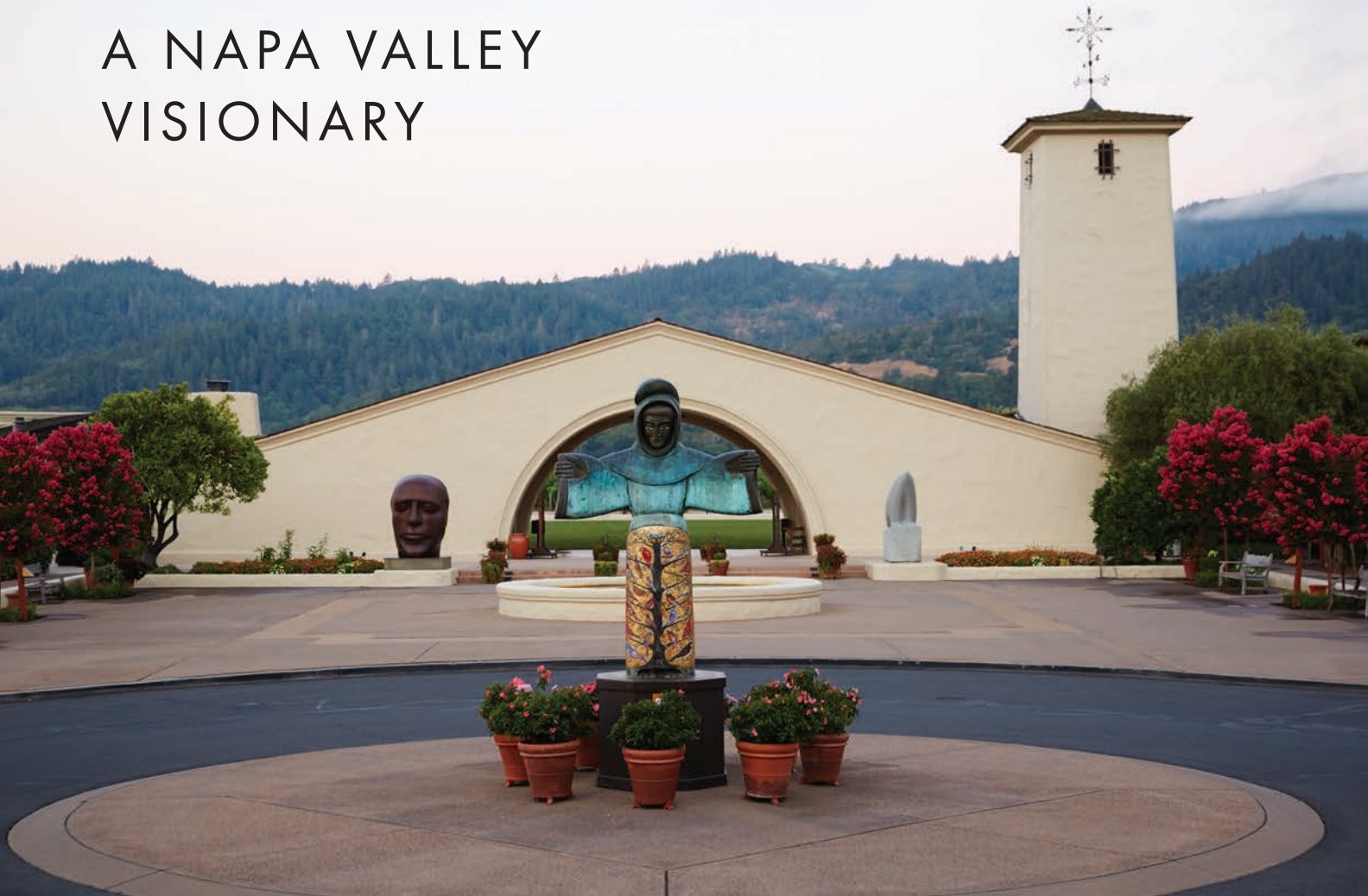
From the founders of Schrader Cellars, Double Diamond is a Napa Cabernet Sauvignon that over delivers on every level, made for those who expect nothing less than perfection in every detail of their life. Under the guidance of renowned winemaker Thomas Brown, Double Diamond is crafted with the same relentless pursuit of quality and impeccable provenance that has made Schrader Cellars one of Napa's most coveted producers of Cabernet Sauvignon.

Bold and generous with weight and drive, Double Diamond has earned praise from the critics as a wine of immediate pleasure and polish and was named Wine Spectator's #1 Wine of the Year in 2022. Double Diamond has garnered its own following and reputation as one of Napa Valley's best introductory bottlings to the world of Napa's finest Cabernet Sauvignon. Exclusively sourced from top vineyard sites in the Oakville AVA, including the famed To Kalon Vineyard, Double Diamond is crafted without compromise to indulge the senses and satisfy the most sophisticated palate.

VINTED & BOTTLED BY  
SCHRADER CELLARS



# A NAPA VALLEY VISIONARY





Through tireless innovation, with an uncompromising eye for quality and an unshakable faith in California's terroir, Robert Mondavi created a collection of Napa Valley wines that could compete with the world's finest. With infectious enthusiasm he travelled the globe, making believers out of wine lovers everywhere, and putting Napa Valley on the map. He began exporting his wines in 1972 and they are now sold in over 55 countries. More than 50 years after the founding of his winery in 1966, Robert Mondavi's legacy lives on today in his estate sites, including the legendary To Kalon Vineyard. His wines, and the winemaking team that continues to be inspired by him, strive for ever finer quality, vintage after vintage.

# MOUNT VEEDER WINERY

Mount Veeder Winery was born from the hard work and dedication of Michael and Arlene Bernstein, who were the first to plant grapevines on Mount Veeder in 1970. The Bernsteins made history as the first in Napa Valley to plant one property to all five of the classic Bordeaux varieties, including Petit Verdot. Since our debut vintage in 1973, Mount Veeder Winery has expanded to three vineyard ranches nestled high in the Mayacamas Mountains. Mount Veeder is a rare and beautiful place where vines cling to the steep hillsides, producing tiny, concentrated berries that give our wines their firm, bold, bramble fruit character. Ultimately, Mount Veeder Winery produces powerful, high intensity wines that are a true expression of our unique mountain terroir: wines with altitude.





BIG, RICH FLAVOUR  
AT 1,600 FEET



# BEAUTY & PEDIGREE



# T<sub>o</sub> KALON VINEYARD C<sub>o</sub>

Deep in the heart of Napa Valley, H.W. Crabb planted a vast empire of vines in the 1860s. Eventually it grew thick with grapes, orange trees, and Italian chestnuts. So rich was it with life and bounty that Crabb nobly bestowed upon the wine produced from the vineyard the Greek name “To Kalon”, or “highest beauty”.

Today, To Kalon Vineyard Company is dedicated to crafting unique expressions of Cabernet Sauvignon from this storied place.



THE PRISONER  
WINE COMPANY

Today, The Prisoner Wine Co. is comprised of a family of brands, but our story begins with our inaugural wine, The Prisoner Red Blend, which was first crafted in 1998. At that time, Napa Valley was ruled by single varietal expressions, primarily Cabernet Sauvignon and Chardonnay, however the inspiration for this now iconic blend came from lesser-known varietals that Italian immigrants originally planted upon settling in Napa Valley.

This flagship blend, released now two decades ago, completely changed the perception of red blends and paved the way for blended wines for years to come. As a result, The Prisoner has become one of the most iconic luxury wine brands, now comprised of a range of rule-bending blends with provocative label designs and was the inspiration for the portfolio of brands that exists today, The Prisoner Wine Company: The Prisoner, SALDO, Unshackled, and Blindfold.



RICH, INNOVATIVE  
BLENDS MADE  
TO DRINK NOW



METICULOUSLY MADE,  
EFFORTLESSLY ENJOYED





# SALDO

We are SALDO, a wine that thinks differently. We meticulously source the best grapes from over 100 vineyards; welding them into wines no one saw coming. A winemaking effort that's effortless in your glass.

We're unafraid to explore uncharted territory and challenge preconceived notions of luxury. Our flagship Zinfandel turned a dark horse varietal into a front runner. And we'll do it again.

SALDO exists to expand your palate and your mind, leading you to unexpected places in wine.

# UNSHACKLED

Unshackled brings a new and fresh perspective to the luxury wine category. Creating wines that are approachable, bright and fresh. From its packaging to how it is showing up in the world, it brings bold and fresh offerings that are ready to be enjoyed. At Unshackled, winemakers have the freedom to source throughout all of California to ensure they are finding the best grapes, from the best regions, to create the best wines. You can always count on Unshackled wines to be approachable, fruit-forward, and ready to enjoy.





# CHALLENGING CONVENTION



CERTIFIED ORGANIC





# BOOKER

## VINEYARD

Booker is dedicated to the pursuit of farming perfection, constantly striving to find the perfect balance in the vineyard through certified organic farming practices as well as methods that draw inspiration from biodynamics. The westside of Paso Robles terroir is unique, boasting extreme vertical slopes and calcareous soils. Limestone beds with very little water make it hard to believe that anything could grow, yet the Booker estate produces some of the greatest wine grapes on earth.

In the cellar, our job as winemakers is to uncover the vintage Mother Nature gave us and showcase the quality of the fruit. It may mean a soft winemaking touch to craft an elegant wine, or pushing the limits to create a beast. Regardless, the end goal is to produce legendary wines. Wines that over-deliver and are delicious. No arrogance, not confusing, only yummy.

# harvey & harriet

Harvey & Harriet wines were born from an appreciation for life's wonders. Dedicated to founder Eric Jensen's parents, each bottle captures the feeling of cherished family memories—young love, passion for creativity, and just a little bit of mischief.

Inspired to create a thoughtful, delicious, cult-style wine that could land on everyone's dinner table, our wines are made with an abundance of care and the best grapes, our balanced Bordeaux-style blends promise to take you back.

WINE FOUNDED BY  
FAMILY, FOR FAMILY





CRAFTED BY NEIGHBORS TO BE  
SHARED WITH NEIGHBORS



## MY FAVORITE NEIGHBOR

My Favorite Neighbor celebrates people, community, and moments made even better with a fantastic bottle of wine. Our wine is meant to be shared wherever life may find you—over sunsets, quiet nights on the porch, and at the dinner table. Inspired by the close friendship between our founder Eric and his original “favorite neighbor,” Stephan Asseo of L’Aventure Winery, our wines result from a collaborative spirit shared between two passionate winemakers in the heart of Paso Robles.

Today, we pay tribute to neighbors everywhere. Harvested from the neighboring vineyards that surround us in Paso Robles, our wines display our thoughtful farming practices and the communities that make us, us.



Lingua Franca represents a fine tradition of bringing people of different backgrounds to common ground, sharing conversation and enjoyment. Inspired by an extraordinary vineyard site in the Eola-Amity Hills of the Willamette Valley and following low-impact, organic, and biodynamic farming principles, we planted our estate vineyard with different combinations of rootstock and budwood to best reflect the varying soil conditions, resulting in fruit of unparalleled purity and elegance. Widely respected as one of the top winemakers in Burgundy, Dominique Lafon took notice of this exceptional vineyard site and joined Larry Stone, alongside winemaking protégé Thomas Savre, to craft uniquely expressive wines harnessing the unique terroir of Oregon.







ICON OF WILLAMETTE  
VALLEY

# 145 YEARS OF TUSCAN TRADITION





Founded in 1877 by cousins Ilario and Leopoldo Ruffino who shared a dream of crafting an ideal wine, Ruffino now owns six estates across the most important Tuscan fine wine appellations. Winemaker Gabriele Tacconi crafts venerable red wines which pay homage to the traditions of Tuscan winemaking while coupled with modern techniques. Mineral-laden soils, the cooling influence of the Mediterranean Sea, dry summers, and the sun-drenched, undulating hills of the Chianti Classico zone, all combine to naturally shape stylish wines of excellence and typicity. It is no wonder that Ruffino quickly established a reputation for quality, with the Duke of Aosta honouring the winery as the exclusive wine supplier to the Italian royal court. Ruffino's wines are rightly celebrated throughout the world.



# CULMINA

FAMILY ESTATE WINERY

A love and appreciation for the craft of making fine wine underscores every detail at Culmina Family Estate Winery and is embedded in all that we do, from the vineyard to the cellar.

Our winemaking philosophy revolves around two principles: gentle handling of fruit and minimal intervention of wine. We employ a combination of traditional practices and leading-edge technologies to preserve the beautiful, natural character of our wines.



# PASSION FOR EXCELLENCE



# A NARAMATA TREASURE





## LAUGHING STOCK VINEYARDS

Located on the famed Naramata Bench, Laughing Stock Vineyards is a serious enterprise with a most unfortunate moniker. We wake up every day with the constant motivation of not living up to our name. Fueled by passion and innovation, Laughing Stock Vineyards aims to create and explore the highest quality wines showcasing the unique terroir of the Okanagan. From small production and double-hand sorting to utilizing a wide array of winemaking vessels, our innovative spirit has supported our journey towards crafting the region's most sought-after and respected wines.

# NK'MIP

{ INKAMEEP }

CELLARS

As the first indigenous owned winery in North America, Nk'Mip Cellars has always focused on expressing its culture. Located on the eastern shore of Osoyoos Lake, the winery showcases heritage and authenticity with a deep respect for the past. The Osoyoos Indian Band, with over five hundred members, embodies pillars of self-reliance, innovation, and true entrepreneurial spirit, sharing a legacy of hard work and a passionate respect for nature. Nk'Mip Cellars' internationally award-winning wines encompass the relentless spirit of a people inspired by a remarkable history, and are expertly shaped by Winemaker Justin Hall.





# A WINEMAKING INDIGENOUS FIRST



# THE PINNACLE OF NIAGARA TERROIR





## lcj LE CLOS JORDANNE™

Le Clos Jordanne was born as an inspiration of land and place, given impetus by an original partnership combining Niagara and French expertise. The Le Clos Jordanne vineyard was hand-selected for both climate and soil similarity to Burgundy's Cote d'Or, and planted with rootstock imported directly from Burgundy. The goal of heralded winemaker Thomas Bachelder is to produce ultra-premium, mineral driven Chardonnay and Pinot Noir, expressive of the unique terroir of the Jordan Bench. Thomas' low intervention, terroir-revealing winemaking techniques were developed during years spent making wine in Burgundy and Oregon. These wines have truly raised the quality bar for Niagara and the entire Canadian wine industry. The rebirth of Le Clos Jordanne once again brings the prominence of this great vineyard back into the spotlight with wines of minerality, complexity and finesse.

# BLACK SAGE VINEYARD

Since the early 1900s, the rugged Black Sage Bench was thought to be good for little more than growing scrub and grazing cattle. When partners Harry McWatters and Bob Wareham, then-owners of Sumac Ridge Estate Winery in Summerland, purchased a fallow vineyard on the Black Sage Bench in 1992 with the intention of planting key red Bordeaux varieties, more than a few eyebrows were raised. They named the 115-acre site Black Sage Vineyard and planted primarily Merlot, Cabernet Sauvignon and Cabernet Franc. These were the first plantings of their type in the region, and other growers soon followed. Since 1993, Black Sage Vineyard has been renowned for producing intense red wines. Now crafted by veteran winemaker Jason James, the exceptional Black Sage Vineyard wines showcase their pioneering pedigree.



PIONEERS OF  
AN EXCEPTIONAL SITE





BC'S ORIGINAL VQA  
SPARKLING WINE



Steller's Jay was the first traditional method VQA sparkling wine in British Columbia. The wine's origins reach back to sparkling wine trials begun in 1985 by Sumac Ridge founder Harry McWatters with the first commercial release of Steller's Jay Brut in 1989. The wine was named in honour of British Columbia's official bird, and was based on a blend of Chardonnay, Pinot Noir and Pinot Blanc. Using the traditional method, the base wines for our classic cuvée are inoculated with yeast and left en tirage for a minimum of three years allowing optimal time for autolytic yeast lees complexity to emerge. The Steller's Jay range includes Steller's Jay Songbird Brut, and small lot seasonal production of Sparkling Rosé.



Inniskillin was founded in 1975 in Niagara-on-the-Lake, by Austrian immigrant Karl Kaiser and Canadian Donald Ziraldo. Inniskillin was named for the Inniskillin Fusiliers, an Irish Army regiment from the War of 1812 stationed where the original winery now sits. The Celtic-inspired graphic on Inniskillin Icewine labels honours this heritage. The epitome of “extreme viticulture,” Canadian Icewine grapes must be harvested at temperatures cooler than  $-8^{\circ}\text{C}$ , and are often harvested as late as mid to late January. Repeated freezing and thawing during the months of winter hang time causes the grapes to dehydrate, developing flavour intensity and unparalleled complexity. Produced in small quantities, Inniskillin Icewines are among the most coveted and highly acclaimed sweet wines in the world.





ONE OF THE WORLD'S  
MOST ADMIRERD WINE BRANDS









# PRINCIPLE

FINE WINES

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Please enjoy our wines responsibly.

