

t a n g e n t  w i n e s

what?

FREQUENTLY ASKED QUESTIONS

WHAT IS TANGENT ABOUT?

With its cool climate and unique soils, the Edna Valley is a special place for a variety of white wines backed with lively acidity and pure varietal flavors. This brand is an opportunity to showcase that potential and to have some fun with some more adventurous varietals. Our vision is simple: To focus on creating distinct white wines packed with varietal character. We are not Rhone Rangers, nor Burgundy specialists, nor Alsatian artisans. We are open to anything and are driven to showcase the unique white varietals of the world beyond Chardonnay.

WHAT VARIETALS WILL YOU MAKE?

Our initial 2005 production will consist of Sauvignon Blanc, Pinot Gris, Albariño, and Pinot Blanc. The “Ecclestone” wine will be a blend of all of these varietals plus some others.

WHAT WILL THE PRICE POINTS BE?

Retail prices will range from \$12 to \$19. These wines are certainly meant to embrace the Niven family philosophy of over-delivering when it comes to a comparison of quality and price.

WHY DON'T YOU MAKE A TANGENT CHARDONNAY?

tangent is brought to you by the folks from Baileyana. Chardonnay has been the primary focus of Baileyana since Catharine Niven founded the winery. We love Chardonnay; Baileyana Grand Firepeak Cuvee is the consummate representation of Central Coast Chardonnay from the Edna Valley. We have Chardonnay covered.

tangent embraces the world of white wines beyond Chardonnay.

WHAT'S THE RELATIONSHIP BETWEEN BAILEYANA AND TANGENT? WHY AREN'T THEY ONE BRAND?

They are two different brands so each can be highly focused. Think of them as brother and sister.

At Baileyana the focus is on Grand Firepeak Cuvee: ultra-premium estate Chardonnay, Pinot Noir and Syrah from our Firepeak Vineyard.

tangent is an all-white wine program designed to showcase vineyards and varietals from the Edna Valley and beyond.

They are individual stand-alone brands that are meant to complement each other and our approach to grape growing, winemaking, wine marketing, and promotion in the marketplace.

WHAT DOES THE NAME, “TANGENT,” MEAN?

tangent simply means a deviation or a different direction. A departure from everyday Chardonnay, tangent explores the limitless possibilities of other white wines.

ARE YOU PLANNING TO USE FRUIT FROM OUTSIDE THE EDNA VALLEY FOR TANGENT?

We're specializing in fresh white wines backed by varietal and regional character. If it's not Edna Valley fruit, it has to be for a reason-- like a varietal we love or fruit from an exceptional vineyard source. We certainly will not limit ourselves to the Edna Valley, but Edna Valley appellation wines will lead the way.

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IS CHRISTIAN THE WINEMAKER FOR TANGENT?

Of course. Christian has over 20 years' experience crafting fine white wines internationally, including those of the more exotic variety. His experience with white wines is unparalleled. He has worked with Sauvignon Blanc in New Zealand and France, Riesling in Germany; Viognier, Roussanne, and Marsanne from the Rhone Valley and with just about every white grape grown in California.

WHY SCREWCAPS?

Why not? We make fresh white wine meant to be enjoyed young. As the screwcap ensures retention of bright aromatics and flavors, the consumer is afforded the same refreshing experience the winemaker enjoyed at bottling.

WELL THEN, WHY DON'T YOU USE A SCREWCAP FOR THE BAILEYANA PROGRAM?

They are completely different programs. Baileyana has been around for over 20 years, and has established an identity.

The Grand Firepeak Cuvee wines are a higher price point.

They speak to a more conservative audience.

tangent is our first experience with screwcaps. We have a lot to learn about these closures. As we learn more we can then apply this knowledge to making more educated decisions on screwcaps with our other wines.

WHY ARE YOU CALLING TANGENT "PINOT GRIS" INSTEAD OF "PINOT GRIGIO?"

First and foremost, the style of our Pinot Gris embraces many of the characteristics of an Alsatian Pinot Gris.

Secondarily, the Pinot Grigio market is being flooded with lower priced wines. In general, Pinot Gris has floated to a level above Pinot Grigio when it comes to price point and perceived quality.

WHAT HAPPENED TO BAILEYANA SAUVIGNON BLANC?

The Baileyana brand is focusing its attention on the Grand Firepeak Cuvee line; Firepeak Vineyard Syrah, Pinot and Chardonnay. tangent is about crisp, fresh, vibrant white wines. Our Sauvignon Blanc is a natural fit, and will now be tangent Sauvignon Blanc. In fact, it will carry the flag and play an important role in the success of tangent.

HOW ARE YOU GOING TO SELL THE TWO BRANDS, BAILEYANA GRAND FIREPEAK CUVEE AND TANGENT? WILL THEY BE WITH THE SAME DISTRIBUTOR?

Grand Firepeak Cuvee and tangent will be sold side-by-side by our current sales force. They are complementary, not competing products. While working the market, our bag would include the three Grand Firepeak Cuvee wines and three to four tangent wines. Because of Baileyana's refocus to Grand Firepeak Cuvee, this actually represents a smaller portfolio in total.

HOW DOES TANGENT FIT IN WITH THE BAILEYANA TASTING ROOM?

tangent will stand side-by-side with Baileyana at the Independence Schoolhouse Tasting Room. The whites from tangent will complement the Baileyana wines. A visitor will have the opportunity to be educated on and taste a number of more adventurous white wines that one doesn't see in every tasting room. This should be an additional draw for the Schoolhouse.

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DOES TANGENT HAVE ITS OWN WEBSITE, PRESS RELEASES, PRESS KIT AND SALES KITS, FACT SHEETS, POS, WINE CLUB, ETC.?

Yes. tangent is a distinct stand-alone brand.

TELL ME MORE ABOUT BAILEYANA AND GRAND FIREPEAK CUVÉE (GFC)?

Baileyana “GFC” is:

- 100% Estate
- 100% Firepeak Vineyard
- High-end Chardonnay, Pinot Noir, and Syrah
- About people, history, the Firepeak Vineyard and a style that shows off our terroir and what makes the Edna Valley exceptional and unique.
- Our goal has always been to create wines that over-deliver on the price/quality ratio. The GFCs deliver some of the best value in the marketplace for vineyard designate estate wines.

SO, WHAT’S THE SCOOP ON THE NIVEN FAMILY’S PORTFOLIO OF WINE BRANDS?

BAILEYANA GRAND FIREPEAK CUVÉE

- Solely owned by the Niven family
- Estate grown Syrah, Pinot and Chardonnay from the Grand Firepeak Vineyard in Edna Valley.

BAILEYANA

- Limited quantity of “estate” wines, sold in a few very specific markets.

TANGENT

- Solely owned by the Niven family.
- A new project designed to showcase coastal white wines other than Chardonnay.

EDNA VALLEY VINEYARD

- A joint venture owned by the Niven family’s Paragon Vineyard Company and Diageo Chateau and Estate Wines.
- Paragon owns all of the vineyards that supply the grapes to Edna Valley Vineyard.
- The focus is on Paragon Chardonnay.

