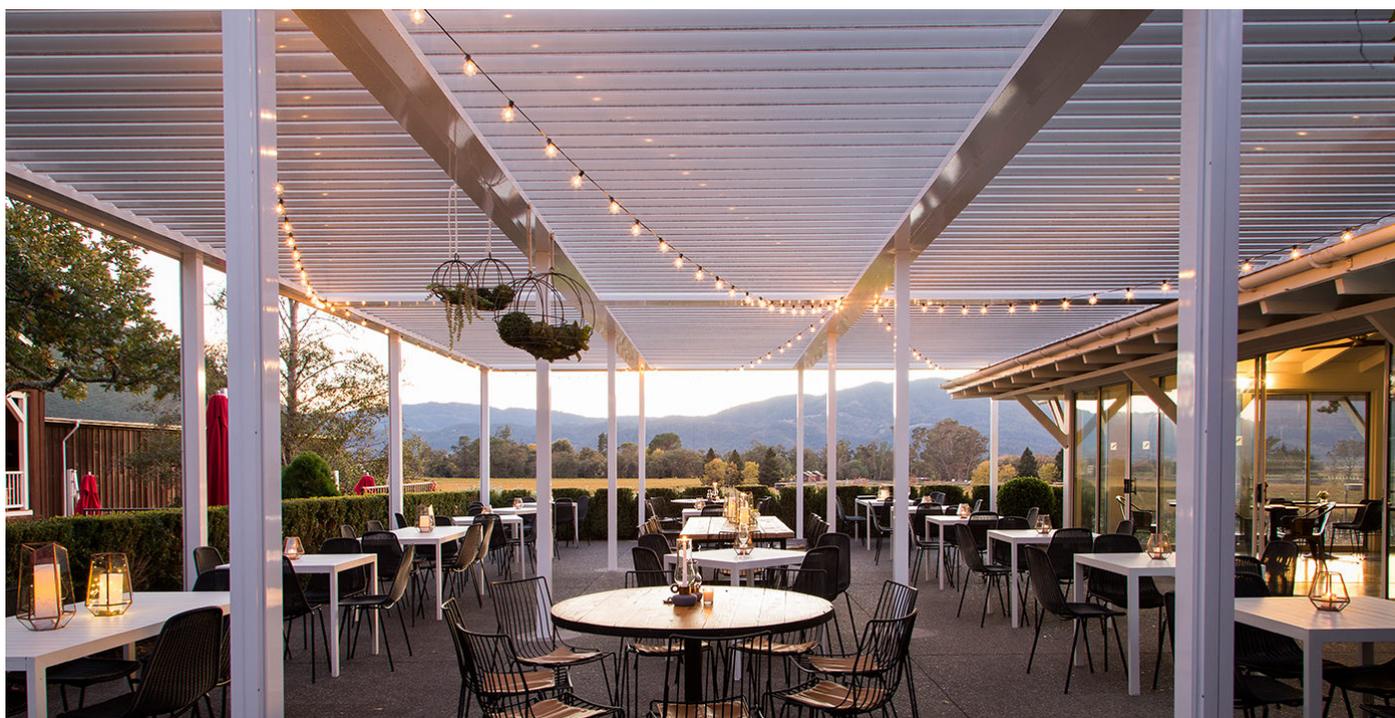


INSIDE

## THE MUMM NAPA WINERY: FRENCH TRADITION, CALIFORNIA STYLE



October 26, 2016

**W**hen our founder Guy Devaux was considering the design of the Mumm Napa winery, he knew Napa Valley was the perfect place to make sparkling wine in the French style, but no place for a French château.

The location, materials, and design of the winery—now celebrated as one of Napa’s most beautiful spots—were all carefully considered to echo the sentiment behind Mumm Napa wines: elegant, yet perfect for the most relaxed settings and everyday occasions.

## The Perfect Setting



Guy scoured the country to find the ideal place to establish the craft of *méthode traditionnelle* sparkling winemaking in America. He chose a comfortable spot that reminded him of his native France, and embraced the extra dose of California sunshine it provided for our grapes (and our visitors). You'll find the relaxed spirit of this place in every glass.



Many aspects of the winery were designed to embrace the natural features of the land. You can't miss the Oak Terrace designed around a 180-year-old oak tree. The winery

itself is built into the sloping hill to create cool, cave-like conditions for the wine and to reflect Guy's desire that it look unassuming from the road.

## Thoughtful Design



You won't find a castle or a modernist cube here. Guy designed the winery to resemble a barn, and the visitor center to resemble a welcoming farm house. The enclosed Tasting Room gives the feeling of lounging in a sunroom with a great vibe, while the Oak Terrace feels like your dream patio.



Guy wanted Mumm Napa guests to feel like they were practically sitting in the vineyard.

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He chose the redwood siding and green roof to blend in beautifully with the surrounding countryside, instead of standing out.

### **The Mumm Napa Experience**



Like our winery, Mumm Napa events are the perfect combination of casual, yet memorable. Guests at our lobster feasts dine on one of life's most luxurious delicacies—while seated at a communal table with butter dripping down their hands.



Other special events include the Mother’s Day brunch and the annual DVX release party, but you can always sip a glass of bubbly while taking a stroll through the photography gallery, which features a permanent Ansel Adams exhibit alongside a rotation of work by talented local photographers.



On our Capture the Sparkle tour, you can learn firsthand the craft of *méthode traditionnelle* winemaking that our founder Guy introduced to Napa Valley. Instead of the tour, you might choose to enjoy the gorgeous view from the climate-controlled comfort of the Tasting Room, share a unique tasting experience on the Oak Terrace, or simply lounge on the patio and watch the sun setting behind the Mayacamas Mountains.

If you've not visited us in Napa, we hope you'll plan a visit. Please call Lauren at 866.783.5826 or email [lauren.haugan@pernod-ricard.com](mailto:lauren.haugan@pernod-ricard.com) to reserve your tasting experience on the Oak Terrace. Until then, treat yourself to a glass of Mumm Napa in your own favorite spot, whether it's a porch swing or a comfy couch. Cheers!

*#methode traditionnelle #sparkling wine production*



0 COMMENTS

Say something...

OPEN DAILY. TASTINGS BY APPOINTMENT ONLY (866) 783-5826

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Our site is intended for adults of legal drinking age | [a FINE site](#)

INSTRUCTIVES

## SPARKLING WINE 101: JUST THE FAQs



May 3, 2016

**E**very sparkling wine connoisseur started as a sparkling wine student. Even if you don't aspire to become a true expert, a little knowledge may enhance your enjoyment. A good place to start is these ten frequently asked questions (paired, of course, with your own extensive taste testing).

### **1. What's the difference between sparkling wine, Champagne, and prosecco?**

We call Mumm Napa "sparkling wine" because it's made in the Napa Valley, but the production process and ingredients are the same used to create the best French Champagnes. Both are crafted using Méthode Traditionnelle. The name Champagne

simply refers to sparkling wine from the Champagne region of France. Meanwhile, Prosecco originates in Italy and is made using the Tank Method with prosecco grapes.

*Read more: Champagne vs. Sparkling Wine: The Short Story*  
*Wines to Try: Mumm Napa's signature Brut Prestige*

## **2. How does {great} sparkling wine get its sparkle?**

The best sparkling wines, just like the finest French Champagnes, are crafted using the rigorous Méthode Traditionnelle. The bubble magic happens during a second fermentation that takes place in a sealed bottle, when yeast begins to produce natural CO<sub>2</sub>—a phenomenon known as *Prise de Mousse*, or “capture the sparkle.”

*Read more: Mumm Napa's Method Behind the Bubbles*  
*Wines to Try: Mumm Napa's Brut Reserve*

## **3. Which grapes are used to make sparkling?**

Chardonnay, Pinot Noir, and Pinot Meunier are the traditional sparkling wine grape varieties used to varying degrees depending on the style. At Mumm Napa, we sometimes add a little bit of Pinot Gris, a local favorite for a unique California twist on our heritage.

*Read more: Mumm Napa's Method Behind the Bubbles*  
*Wines to Try: Mumm Napa's Sparkling Pinot Meunier*

## **4. What are the different styles of sparkling wine?**

Some of the most common types include Extra-Brut (very dry), Brut (dry), Brut Rosé (dry and pink), Blanc de Blancs (dry and white), Sec (lightly sweet), and Demi-Sec (sweet). Most Mumm Napa wines are Brut style, but we have a winery-exclusive Demi-Sec, Sec, *Cuvée M* and *Cuvée M Red*, and have recently made a Club Vivant Exclusive DVX Extra-Brut.

*Read more: Sparkling Wine Styles for Every Occasions*  
*Wines to Try: Mumm Napa's Cuvée M and Cuvée M Red*

## **5. How do red, white, and rosé sparkling wines get their color?**

Color is a function primarily of the grape, and can be subtly shifted in the winemaking

process. As you might expect, white wines are predominantly made from white grapes (e.g., Chardonnay), though sometimes black grapes (like Pinot Noir or Pinot Meunier) are added, as the juice alone is actually clear. Rosés are made from black grapes, but keep their blush color because grape skins are removed a few hours after contact. Sometimes a little bit of still Pinot Noir wine is added to adjust the color and obtain just the right pink hue. Similarly, the rare red sparklings (like our Sparkling Pinot Noir) are made from black grapes.

*Read more: Mumm Napa's Method Behind the Bubbles*

*Wines to Try: Mumm Napa's Brut Rosé and Sparkling Pinot Noir*

## **6. What's the best way to open the bottle?**

While our Head Winemaker Ludovic Derwin has mastered the art of sabering, we'd recommend something a bit tamer. Once you remove the foil and the cage, put one hand firmly on the cork to steady it and the other on the base of the bottle. While keeping the bottle pointed in a safe direction, slowly twist the bottle, not the cork. As the base twists, you should feel the cork loosen, until the eventual pop of success. Done correctly, there shouldn't be any "shooting" or spillage.

*Read more: How it's Done: Cork, Sparkle, and Pop!*

*Wines to Try: Mumm Napa's Devaux Ranch*

## **7. What's the ideal temperature for serving sparkling wine?**

It's best when chilled—think 40 to 45 degrees Fahrenheit, achieved by 30 minutes in ice water or 3 hours in the refrigerator—and poured into a flute or white wine glass. A flute helps preserve the bubbles, while a white wine glass offers a little more breathing room and can open up some beautiful aromas. Pour a small amount into the glass and let it settle before filling the glass three-quarters full. If it's hot out, lower your pour level to ensure every sip stays at a cooler temperature.

*Read more: How it's Done: Chilling, Popping, Pouring, and Toasting*

*Wines to Try: Mumm Napa's Blanc de Blancs Reserve*

## **8. How long can a bottle of sparkling wine last?**

It depends. As general rule, you should drink most non-vintage sparkling wines within the first few months of purchase. Vintages, like our DVX wines can be enjoyed up to 15

or 20 years after the Harvest vintage. Once popped, we recommend drinking within 3 to 5 hours. Though Mumm Napa bubbly is so delicious, it may disappear quicker.

*Read more: Vintages: It's Always a Good Year*

*Wines to Try: Mumm Napa's DVX*

## **9. What's the best method and temperature for storing?**

Pick somewhere cool and dark, around 55 degrees Fahrenheit. The cooler temperature allows sparkling to age slowly. Additionally, keep sparkling away from light as much as possible. For horizontal or vertical storage, people often choose to store wines horizontally to keep the cork moist, but that's not as big of a concern with sparkling because of the pressure of the cork. But to age sparkling for three years or more, your best bet is to store it horizontally.

*Read more: How it's Done: Storing Sparkling*

*Wines to Try: Mumm Napa's Brut Prestige Extended Tirage*

## **10. Is sparkling wine meant solely for special occasions?**

It's a bit of a trick question. No, sparkling wine isn't meant to be opened solely on New Year's or your wedding day. In fact, Mumm Napa's goal is to inspire you to enjoy sparkling wines every day, in the same way they'd enjoy sparkling water on a hot day, a cold beer with friends, or a bottle of Chardonnay with dinner. But yes, anytime you introduce sparkling wine into an occasion it will feel special. Whether you're in the mood for crisp and fresh or bold and toasty, there's a sparkling wine that's perfect for any food or occasion.

*Read more: Life Goes Better with Bubbles*

*Wines to Try: Mumm Napa's Demi-Sec*

With this baseline knowledge about sparkling wine, your next assignment is simply to find an occasion that goes better with bubbles.

*#about sparkling wine #methode traditionnelle #sparkling wine production  
#sparkling wine vs champagne*

OCCASIONS

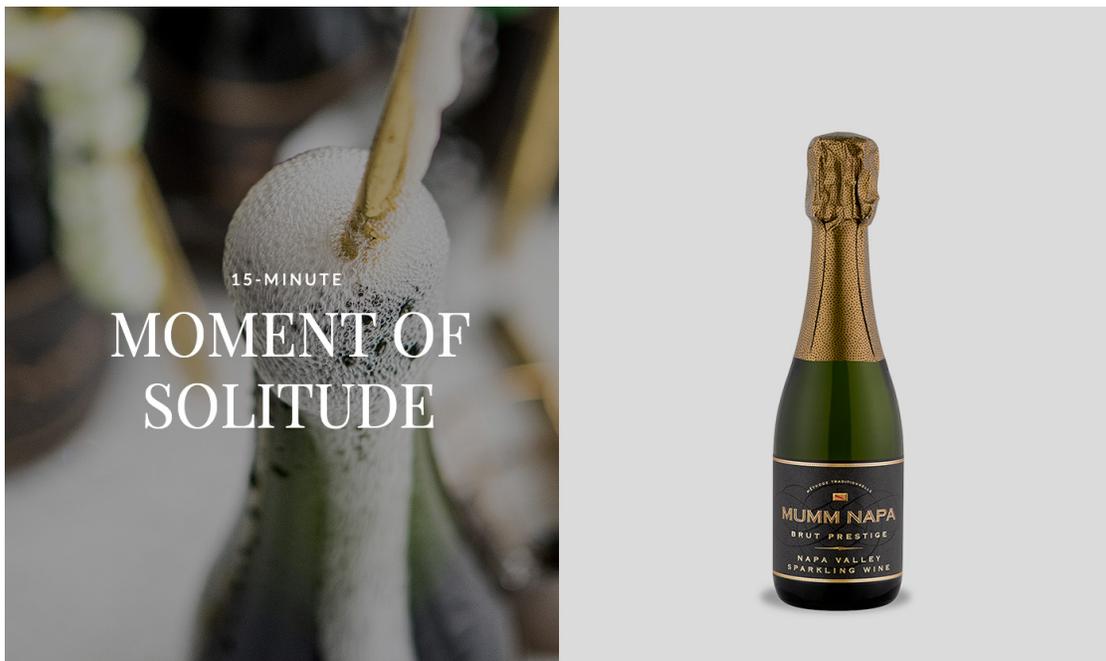
## STEAL TIME FOR SPARKLING



May 5, 2016

**I**f it's true life is what happens while you're making other plans, then you don't need to make big plans to feel like you're really living. Whether you only have a few minutes, or a full evening ahead of you, you can squeeze a few sparkling moments into even the busiest days of the week.

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### **The 15-Minute Moment of Solitude**

Gift yourself a few minutes at the end of the day and make them count. Grab a “mini” 187mL bottle of Mumm Napa Brut Prestige and a spot in your favorite part of your home. Sneak outside on a warmer evening where the loudest noise is the sound of the bubbles in your glass. Or just put your feet up on your plushiest seating, put on your favorite jazz singer, and sip the perfect serving size of our signature Napa Valley Sparkling wine.



### **The 30-Minute Double Bubble**

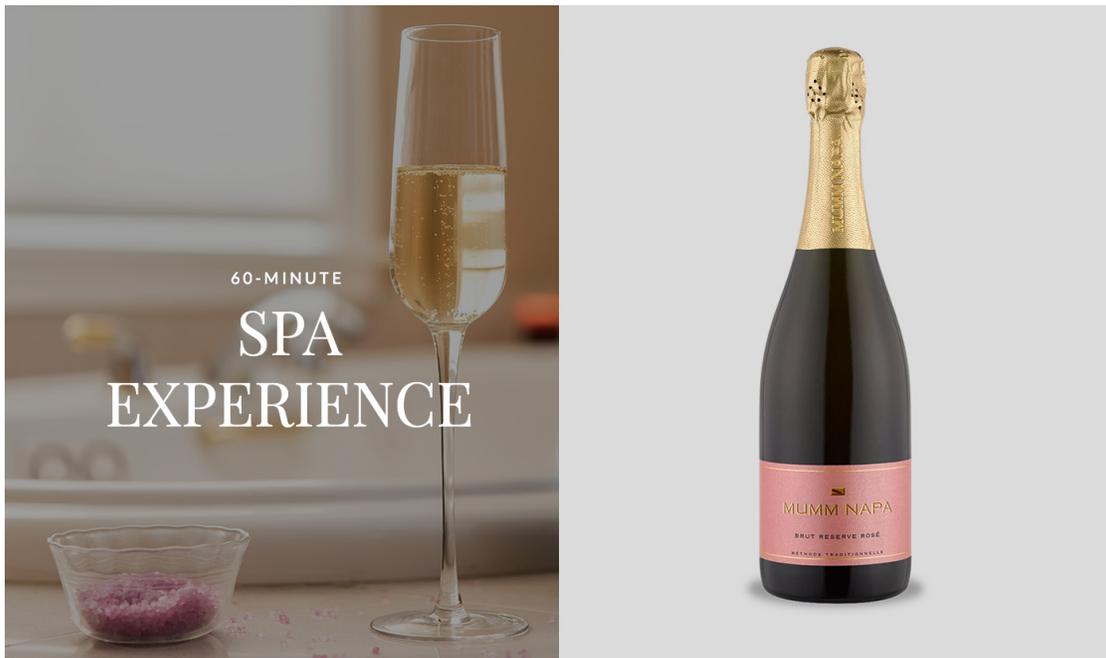
Queue up your playlist of choice, or your guilty pleasure book or magazine, and draw a bath. With lights dimmed, scented candles lit, and finger foods within reach, settle into

the bubbles and open the bubbly. A bottle of Mumm Napa Cuvée M makes for a double bubble night where every minute feels more luxurious than the last.



### **The 45-Minute Dine 1:1**

With just under an hour, there's time to order from your favorite restaurant. Without the prep, cook, and clean-up time you can really focus on the quality time. Eat as slowly as you can stand, savoring every bite. Pour a glass (or few) of Mumm Napa Brut Reserve to make the evening feel like the perfect date...with yourself or a special someone.



### **The 60-Minute Spa Experience**

At-home spa treatments are a treat any night of the week. Begin with a face mask before transitioning to a full-body scrub. Once rinsed from head to toe, moisturize and choose

your favorite polish for a matching mani/pedi. Finish with a natural eye soother (grab those cucumbers or teabags), and find a spot to recline while listening to calming music. Whether you fly solo or invite a friend to share the experience, Brut Reserve Rosé is the perfect companion to create a sense of occasion.



### The Any Time

Lucky you! If you have a free evening ahead, try all the activities above or make up your own (and pick your one favorite bubbly), or search our Better With Bubbles (Occasions) articles for impromptu ideas as simple as dusting off a board game or revisiting a classic movie. With the right intentions and your favorite bottle of Mumm Napa sparkling at your side, every night can feel like really living.

*#pairings*



ONE COMMENT

INSIDE

## MEET OUR WINEMAKER: TAMI LOTZ



May 11, 2016

**T**ami Lotz has always been a person for whom memories are tied to smell and taste — a valuable trait for a winemaker. When the scent of jasmine is in the air, she's transported to playing in the backyard as a kid. A whiff of caraway puts her in the kitchen making sandwiches on rye bread with her grandma. And the taste of Mumm Napa Pinot Gris takes her to a specific time and place that inspired her as a winemaker.

Among the rolling vineyards of Ingelheim, Germany at Schloß Westerhaus, a small tank of Pinot Gris — less than 100 gallons — had a bouquet that created a memory, which still

lingers to this day.

“The aromatics were stunning,” Tami says. “You’d smell that glass, and it just popped. The fruit was really vibrant, and the wine had such a personality.”

After first interning at Mumm Napa, Tami studied her craft in travels through Germany, Australia, and Chile. In Germany, Tami performed every task possible at a small winery, including leafing vineyards, cleaning tanks, pressing grapes, monitoring fermentations, and racking wines.

“I learned there is no one ‘right’ way to do something,” Tami says. “Practices may vary from country to country, or even region to region, but if you’re happy with what’s in your glass, at the end of the day, the specifics become much less important.”

Knowing how to speak both German and Spanish gave her an advantage as she discovered new ways to describe and share wine, and new terminology — for specific equipment, as well as techniques and wine styles. But more importantly, the lessons Tami learned both about wine and herself influenced the technique she uses at Mumm Napa, since returning in 2003 as one of our winemakers.

Tami’s family lives here, and working at Mumm Napa offers her a career that blends her love of science with her creativity, resulting in a craft she can enjoy and share with friends and family, every day. She can’t pick a favorite wine, though — “that’d be like picking a favorite child,” she says. She simply loves making the highest-quality, most memorable sparkling wine she can.

And pairing that wine in ways to make flavors shine, like a Sparkling Pinot Noir with saucy, barbecued ribs, for a red you can chill and that’s lighter than most. Or, Blanc de Blancs with oysters and mignonette because they’re the “perfect match.”

It’s her seemingly simple goal to maintain the tradition of Mumm Napa’s timeless quality. If a special harvest crops up, she looks forward to brainstorming a new small-volume wine. But the best part of her day is tasting the wines to make sure they remain the very finest.

And whenever that work brings her back to the memory of a certain German Pinot Gris? “I know we’re on the right track,” she says.

*#people #sparkling wine production*

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OCCASIONS

# SPONTANEOUS CELEBRATIONS: THE CASE FOR THE CASE



June 17, 2016

Occasions pop up. Sometimes, an ordinary experience is a spontaneous opportunity for something special. Other times, a planned celebration sneaks up on you. Having a case of Mumm Napa handy with your favorite bottle (or mixed and matched with all your favorites) is just the thing for just these kinds of occasions.

**The Birthday / Anniversary That Slipped Your Mind**

It always happens. A friend, family member, or coworker is celebrating something. And there's no wiggle room in your schedule to scoot to a store. So you grab a bottle of Brut Reserve from the case you purchased for moments like these, pair it with a from-the-heart note, and deliver with a stress-free smile—probably before anyone else does.

### **Welcoming Those New Neighbors**

It can take weeks or months to remember to welcome those neighbors who moved in next door. You'd have to steal time to bake something great, or to hunt down the perfect indoor plant. But this time, you need only grab a bottle of Cuvée M from storage and walk next door. Greeting the newbies with sparkling, immediately after a long day of moving, is the beginning of a beautiful relationship.

### **That Last-Minute Dinner Party**

The group text is sent at 4 p.m., the hostess so excited to see you all later that evening. It's a message that might otherwise instill panic as you figure out how to slip out of work early to grab a proper hostess gift. But this time it's nothing more than a tough choice between your bottle of Sparkling Pinot Meunier or your Blanc de Blancs. Pick one to bring, and one to share at a pre-party where you celebrate your foresight.

### **The Unexpected Great News**

Your spouse walks in the door, all smiles. After months of extra hours and a project that put the company on a new trajectory, she's been promoted. The typical Tuesday evening now feels like anything but. Without missing a beat, you pop open a bottle of DVX from the case you had secretly been saving for this very moment. The instant recognition turns the special evening into an unforgettable one.

### **Those Moments of Change**

From modifying the dinner menu, to a rainstorm blowing in and shadowing the sunny day, to opting for a quiet night in over a lively night out, things change. Moods shift and plans deviate. With a mix-and-match case of Mumm Napa easily accessible, you can quickly pair however you're feeling, and whatever you're up to, with a bottle that matches it perfectly.

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In short, having a case (or two) of sparkling on hand means you're not just ready for any special event, but ready to spontaneously elevate everyday moments into true occasions.

INSTRUCTIVES

# THE COLORS OF SPARKLING: WHITE, ROSÉ, AND RED



June 24, 2016

**S**ome days call for a white. Certain nights suggest a red. And there are many times to revel in rosé. So here's a little insight into how Mumm Napa's white, rosé, and red sparkling wines are made to bring out the very best in every grape, so that you can bring out the best in every occasion.

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## A Kaleidoscope of White

Our white sparkling wines are by no means devoid of color. Rich with many hues and flavors, whites are the foundation of everything sparkling—the result of a tried-and-true, centuries-old process known as *méthode traditionnelle*.

Hand-harvested grapes — Pinot Noir, Chardonnay, Pinot Meunier, and sometimes Pinot Gris — are pressed in whole clusters, and can produce a beautiful spectrum of colors.

Mumm Napa's **Blanc de Blancs**, or white of whites, is produced solely from white grapes, predominantly with Chardonnay and some Pinot Gris. The Chardonnay contributes to the wine's bright, elegant citrus tone, while the Pinot Gris adds an appealing stone fruit character that enriches the wine's texture and flavors. A few selected lots are aged in French oak barrels to add depth, complexity, and spiciness.

**Cuvée M** gets its lovely peach-rose hue from a white base and a proprietary, final blend of late-harvest Muscat and Pinot Noir. Cuvée means blend, and this is one of the only Sec-style wines we make.

The pale straw color of **Demi-Sec**, edged with a hint of yellow-green, is created through a blend of Pinot Noir and Chardonnay, with a touch of Pinot Meunier and Pinot Gris. Adding a balanced dosage is essential to the wine's texture and complexity and counters the acidity of the cuvée.

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## A Bouquet of Rosé

Elegant Mumm Napa rosés blend from a foundation of Chardonnay and Pinot Noir, with others thoughtfully added to each wine's blend to create a gorgeous spectrum of shades.

Our sparkling rosés derive their vibrant colors and rich flavors through varying blending components and vineyard lots, and, in most cases, an extended cold soak of Pinot Noir grapes prior to fermentation to extract color and flavor.

**Brut Reserve Rosé's** characteristic brilliant pink coral color comes from a small amount of Pinot Noir fruit, left to ripen fully on the vine, which is then fermented in traditional Burgundian fashion and added to the blend. A long cold soak prior to fermentation extracts color and flavor, but little tannin, from this mini-lot of Pinot Noir.

An especially expressive Pinot Noir inspired the creation of the **2011 Devaux Ranch Rosé** — the first-ever Devaux Ranch Rosé from Mumm Napa — while maintaining the bright acidity that is the hallmark of all great sparkling wines.

**DVX Rosé** blends 50% Pinot Noir with 50% Chardonnay to create a delicate pink salmon color from the very best grapes from our vineyards. Every year, DVX Rosé starts as the traditional DVX base blend of equal parts Chardonnay and Pinot Noir. A small percentage of red Pinot Noir is added to create the beautiful light pink color, resulting in the final blend of 52% Pinot Noir and 48% Chardonnay.

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## Seeing Red

Our bevy of bubbles wouldn't be complete without a sparkling red. Superb red sparkling wines are relatively rare. Achieving the correct balance between depth and flavor, and the elegance associated with *méthode traditionnelle* wines, requires true talent. Ours are both light and refreshing, and diverse enough to pair with warm days or festive holidays.

Premium Pinot Noir grapes give our **Sparkling Pinot Noir** its striking, ruby red color with a purple hue. The young wine is allowed to ferment on skins after being destemmed, until it reaches a perfect balance between color, fruit, and structure. A five-day, whole-berry cold soak extracts deep color and flavors before fermentation begins. After fermentation, wine is quickly pressed off the skins to avoid over extraction of harsh tannins.

The stunning **Cuvée M Red**'s deep ruby color sparkles in the glass, unusual not only because it is red but also because it is a slightly sweeter style of wine. A five-day, whole-berry cold soak extracts deep colors before fermentation begins. After fermentation, wine is quickly pressed off the skins to avoid over extraction of harsh tannins.

Careful grape selection and blending, along with Mumm Napa's meticulous winemaking, expresses the range of colors that rounds out any sparkling wine experience. For a quick reference, here's how the sparkling wine grapes contribute their traits to the end result.

## Grape Traits At A Glance

**Pinot Noir:** Dark-skinned; brings fullness and body to the wine, often with red and black cherry/berry flavors and aromas.

**Chardonnay:** Light-skinned; adds structure, acidity, and ageability, with some lighter green apple, citrus, and stone fruit notes.

**Pinot Meunier:** Dark-skinned; adds freshness; floral, tart berry, and rhubarb flavors and aromas.

**Pinot Gris:** Light-to-dark skinned; contributes round body and creamy texture; ripe summer fruit and melon notes; some spiciness.

*#about sparkling wine #sparkling wine production #types of sparkling wine*



ONE COMMENT

Say something...

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**Eric Tansey** July 25, 2016

Great read . Thank you ! Do they use only the Pinot Noir for the red sparkling or do they add some of the white varietals as well?

REPLY

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