

# DAVID FULTON WINERY



## OFFERING MEMORANDUM JULY 2019

Information contained herein is deemed reliable but is not guaranteed,  
has not been verified, and is subject to change.



OFFERED AT \$10,500,000

The historic David Fulton Winery dates back to 1860 when its namesake, Vermont native David Fulton, built the first commercial stone wine cellar in St. Helena. On this same site, Mr. Fulton planted what has become the longest continuously owned and operated family run vineyard in Napa Valley. Situated on 14.47 +/- acres, this historic winery, vineyard, and homestead enjoys an idyllic location along a charming country lane, and expansive views across a sea of vineyards with the prominent silhouette of Mt. St. Helena and the Vaca mountains in the distance.

What David Fulton originally planted as a 5-acre Mission grape vineyard, evolved to become what is now almost 12 acres of coveted head trained old vine Petite Sirah and 125 vines of Cabernet Sauvignon. This romantic setting enjoys early morning fog, warm afternoons and cool night air of the northern Napa Valley as well as the rich igneous alluvial soil of the local St. Helena appellation. In recent years the bulk of the fruit grown here has been sold to Orin Swift, Hess Collection, and Charter Oak, although the estate generally reserves enough fruit to produce a limited offering of Petite Sirah, Sweet Petite (a port-style wine) and an estate Cabernet Sauvignon which are distributed primarily to Wine Club members, fine California restaurants, specialty wine shops, visitors of the winery, and other private collections. In an article describing the 94 point 2004 Petite Sirah, the International Wine Review declared it to come from one of the best Petite Sirah vineyards in the West.

The winery which was restored in approximately 2003 and permitted for annual production of 13,500 gallons, is tucked beneath three magnificent valley oaks (*Quercus lobata*). A replica of the old Fulton stone wine cellar is the lowest level of the three-story building that sits at the northwest edge of the family vineyard. To the west of the winery are two large sentinel palm trees, a restored tank house and David Fulton's original 2 bedroom/1 bath historic farmhouse.

# DAVID FULTON WINERY OFFERING SUMMARY

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Address: 825 Fulton Lane, St. Helena

APN: 009-030-041-000

Parcel Size: 14.47 +/- acres

Zoning: A-20: HP (20-acre agriculture with historic preservation overlay)

Appellation: St. Helena AVA

## Buildings

- Winery: 3,360 +/- Square Feet
  - Main level: approx. 1,344 sq ft with tasting room, half bath and fermentation area
  - Storage loft: approx. 672 sq ft
  - Barrel storage: approx. 1,344 sq ft.
- Crush pad
- View deck: 1,245 +/- sq ft
- Residence: 1,122 +/- sq ft, 2BR/1BA, kitchen, living room, dining room
- Water tower: 225 +/- sq ft, used for storage

## Vineyard

- 11.91 +/- total acres
- Cabernet Sauvignon: 0.18 +/- acres
  - 125 vines, 8' x 8' spacing
  - St. George rootstock
  - Planted approximately 2009
- Petite Sirah: 11.73 +/- acres
  - 7,984 vines, 8' x 8' spacing
  - St. George rootstock
  - Planted between 1930's and present
- Soils: Bale clay loam, Cortina very gravelly loam

## Winery Permitting and Hospitality

- Use permit issued January 23, 2001 and amended December 4, 2012
- 13,500 gallons production/year allowed
- 85% of the grape source used must be grown on the premises
- One custom crush client allowed subject to 85% grape source rule
- Tours, tastings and retail visits: by appointment, up to 60 visitors/week, maximum 15 persons per visit
- Hours: 10:00 AM to 5:00 PM all days of the week
- Public events not permitted
- Vehicles holding less than 15 persons allowed, no tour buses allowed



## Grape Sales

	Cabernet Sauvignon Tons Sold	Cabernet Sauvignon Price/Ton	Cabernet Sauvignon Revenue	Petite Sirah Tons Sold	Petite Sirah Price/Ton	Petite Sirah Revenue	Total
2014				22.684	\$4,500	\$102,078	\$102,078
2015				12.406	\$4,500	\$55,827	\$55,827
2016				25.627	\$5,000	\$128,135	\$128,135
2017	0.383	\$7,500	\$2,869	29.641	\$5,000	\$148,315	\$151,184
2018	1.11	\$7,500	\$8,325	37.748	\$5,000	\$193,740	\$202,065

## The Wine

- Petite Sirah: \$57 for 750 ml
- Sweet Petite: \$49 for 375 ml, a port-style wine
- Estate Cabernet: \$125 for 750 ml
- Awards
  - 2007 PS, Silver from SF Chronicle Wine Competition
  - 2007 PS Gold from Grand Harvest Awards
  - Wine Enthusiast: PS rated 93 pts

## Infrastructure

- Water: Private well, drilled by McLean Williams
- Gas: Natural gas
- Waste Water
  - Winery: engineered septic, installed 2001
  - Residential: standard septic

## Included in the Sale

- Real property
- Winery use permit
- All winery production and farming equipment
- All wine and barrel inventory
- Brand



# DAVID FULTON WINERY VINEYARD PRODUCTION

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Varietal	Buyer	2014	2015	2016	2017	2018
		Tons	Tons	Tons	Tons	Tons
Petite Sirah						
	Orin Swift	20.39				
	Orin Swift, Gallo		11.43	21.92		
	Charter Oak	2.29	0.97	3.71	1.46	2.29
	David Fulton	12.29	12.21	9.85		
	Hess Collection				28.2	31.45
	Sherwin Family					4.01
	Watermark Wines					1.00
	Total PS	34.97	24.61	35.48	29.66	38.75
Cab. Sauv.						
	David Fulton		0.78	0.55		
	Hess Collection				0.38	1.11
	Total CS		0.78	0.55	0.38	1.11
Total Production		34.97	25.39	36.03	30.04	39.86

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# DAVID FULTON WINERY HISTORY

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Many of the principles that define David Fulton Winery today, come from the historic writings about David Fulton himself. Built into these principles is the very character of David Fulton as a man of integrity, leadership, and innovation.

Under Tutelage of Vintner F. Kellogg. David Fulton, native of Vermont, traveled by the ship INO from New York to San Francisco arriving the summer of 1852. He came into St. Helena area three weeks later relying only on his skill as a hard-working blacksmith. He went to work for one of the areas earliest pioneers, Florentine Kellogg, who was the foreman for Dr. Bale's family and the person assigned to build the historic Bale Grist Mill. Bale rewarded Kellogg in 1847 with 600 acres near the mill. Kellogg, who had turned some of the land into vineyard continued maintenance of the Mill. He immediately took to Fulton, also a blacksmith and horseman, as the kind of trustworthy and skilled person he needed. In fall of 1852, Kellogg and Fulton each drove a horse-drawn wagon loaded with grapes to Nevada City where the fruit was sold to gold miners for 50 cents a pound. The mill itself became the main social center of the upper valley. Fulton, working there for Kellogg, was quickly introduced to the community. Overtime their friendship grew, and, in 1863, David Fulton and his wife Mary Lyon held their wedding ceremony in Kellogg's home (known today as the Lyman House, which was close to the Mill and present day's El Molino Winery, just north of St. Helena.

Assuming Responsibility of Church Trustee. A few years later Fulton's reputation grew with the community recognizing his depth of character and sense of fairness as he was elected in 1857 as trustee to the first church in St. Helena. Twelve years later his assumed roll as trustee was fulfilled as he helped bail out the Baptist congregation by paying off their delinquent tax bill to Sheriff A. B. Walker. This saved the church building and lot property for the parishioners from being confiscated. By this act he further gained the trust of the community.

Building a Saddlery. Fulton did not allow his lack of wealth hold him back. Instead he took the initiative and seized opportunities as they came. This helped him climb the ladder of success in St. Helena, which was then called Hot Springs Township. In the mid-1850s, property lots on Main Street were being offered for free by the new owner, Hiram Lauderbach, to anyone willing to start a business. Fulton was the fourth pioneer in the growing township to take advantage of this offer. He built a store front with a second story residence in 1858, started a **Saddlery** using his skill as a blacksmith, and planted within the rest of the Main Street lot the town's first vineyard. Using what he had learned from Kellogg he began harvesting Mission cuttings, some of which were sold to start Dr. Crane's famous vineyard in 1859. He financed all this out of the wages he gained as a laborer since his 1852 arrival. Located today at 1230 Main Street, the old Saddlery building stands as the **oldest** building in St. Helena.

Purchasing Vineyard Land and Building a Winery. The Saddlery was sold two years later in order to purchase in January 1860 40 acres of bare land a few blocks to the north. He sold half of this land a year later and used the proceeds to build the town's first stone wine cellar. He built a barn above the cellar to continue his blacksmith service, and he continued to clear land and plant grapes from his original Main Street cuttings. In 1865, he acquired a brandy license, perhaps, the first such license in Napa Valley. It's not known how much table wine he made each year, but records show that in 1868 he sold at least 1,370 gallons of brandy to the San Francisco Wine Merchants made from his own 300-gallon copper still. Fulton's 28 by 48 ft. cellar with a 9-ft. ceiling provided plenty of space for at least a 10,000 gallon capacity and the use of redwood tanks, oak wine barrels and other wine making equipment. Indeed, these items were exactly what was observed by family descendants and workers who lived by, visited or worked in the cellar prior to its wind storm destruction in 1973. That capacity was exactly what would

have been needed to support harvesting the 19.5 acre vineyard by both Fulton and winemaker William Scheffler, who was hired by Mary Lyon Fulton following her husband's death and whose 250,000 plus gallons per year Edge Hill Winery statistics included Fulton's wine. By the end of the decade he was well known by vintners in Napa and Sonoma Valleys alike. In 1869, he was one of three (General Keyes, Henry Pellet and David Fulton) to be appointed to represent Napa Valley at a statewide convention held in Sonoma. The purpose of this gathering was to develop the mission statement for the area's **first local vintner association**. It was called the Grape Growers Association of Sonoma, Napa and Solano Counties. Unafraid to take on new ventures he became a thoughtful and respected vintner as well as citizen within the community.

Forerunner to St. Helena Water Works. In August 1869, David Fulton entered into a 99-year lease with John York for access to water from Hudson Creek (later called York Creek) for the purpose of forming a water company. Four partners shared in the initial venture: David Fulton, David Hudson, Charles Krug and Robert Hastie. It was two years later before R. Teeple was contracted to build the 100,000 gallon reservoir. Over the next couple of years the number of investors grew in numbers. In April 1877, six years after his death, David Fulton's name disappears from the agreement which now had the purpose of supplying water to the town of St Helena. His name was replaced by that of his widow, Mary Fulton. However, in that part of the agreement, the final rights to the allocation of water, Mary L. Fulton's name mysteriously disappeared and was replaced by an assignment to S. A. Hanna. It had become a corporation, and, finally, by 1900, the reservoir had grown so much larger in size it was moved to its current site, slightly to the west. Memories decline. The true date (1869 or 1871 but not 1900) of the forerunner for the present day St. Helena Water Works has already shown to be lost as evidenced in an article in the St. Helena Star.

Invented Fulton Plow. While the water project was still in the early stages, David Fulton was working on a new invention, the Fulton Improved Plow. It took first place at the California State Fair. and he patented it in 1870. Not only was it an improvement over the John Deere plow. from a vintner point of view of being awkwardly designed and requiring two horses to pull through a much more widely planted pattern of vines (rows 12 to 14 feet apart instead of just 7 to 8 feet of the new plow). The Fulton Plow gave the small farmer much better control over his investment by being able to add more vines to his acreage. It allowed him to plow much closer to vines eliminating much hoe and shovel work. It also offered considerable improvement in the time it took to plow one acre (much less than the 96 hours for the Deere plow). It virtually revolutionized vineyard practices of the time. The plow became Fulton's most important accomplishment for today's historians. Fulton died at age 47 September 1871. This was four years before writers took a serious look at what any Napa Valley vintner was doing. Obviously, only those vintners still alive after 1875 were the ones interviewed. History books of his work today may very well have taken up more shelf space were Fulton interviewed. Nevertheless, he was seriously engaged in St. Helena and the wine industry, in infrastructure as well as machinery, truly adding value to the workplace and the local community of the day.

The Current Generation. David Fulton passed away in 1871 with his wife Mary running the operation for four years after. She hired William Scheffler in 1876 who continued operating the cellar another 12 years. With Mary's health failing, she pulled back the winery operation and just sold grapes. The vineyard continued ownership and operation by the family through to today. In 1995, Fulton Mather returned to his childhood ranch in this historic Napa Valley district of St. Helena as the heir and steward of the family vineyards. Today, Fulton and his wife, Dink have dedicated themselves to preserving the vineyards and maintaining the historic winery and cellar originally built by Fulton's great grandfather, David Fulton.

# DAVID FULTON WINERY AERIAL MAP

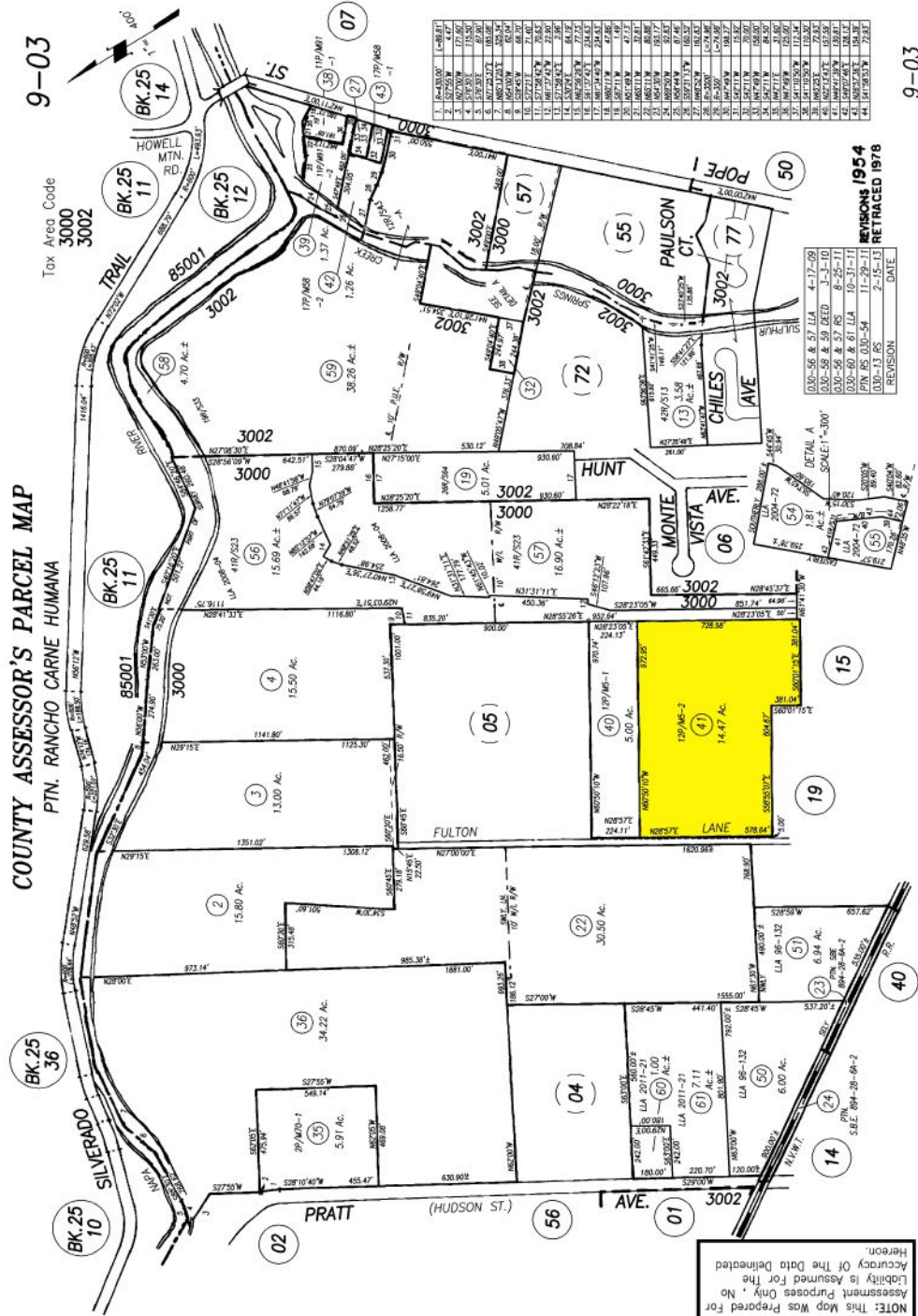
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# DAVID FULTON WINERY PLAT MAP



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# DAVID FULTON WINERY EXCLUSIVE REPRESENTATION

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