

# VICE VERSA

## ‘Napa Legend.’

**‘Winemaker Philippe Melka couldn't make a bad wine if he tried. He's the wine-world equivalent of an NBA All-Star who's won numerous Championship games—in his case, a string of 100-point scores—and played for all the best teams, which in the world of wine is like being the winemaker for a bevy of wealthy, high-end clients.’ -Food&Wine**

## ‘Napa Valley’s Next Great Cult Wines:

**In pursuit of the bottles that will be someday be trophies in your cellar.’**

**‘Small production wineries like Memento Mori, Vice Versa, and La Pelle are generating the type of excitement and in-the-know buzz last seen when wineries like Screaming Eagle, Harlan, or Hundred Acre were gaining attention.’ -Robb Report**

**Year Founded: 2003**

**Region: Napa Valley, California**

**Founder: Patrice Breton**

**Winemaker: Philippe Melka**

**Known For: Age worthy wines from premier vineyard sites in the Napa Valley. The focus of Vice Versa is on Cabernet Sauvignon. These are wines that showcase the purity of fruit, are balanced and elegant offerings while simultaneously embracing the terroir and soul of the Napa Valley.**

Born and raised in Ottawa, Canada, Patrice Breton benefited from an upbringing saturated with art, science, history, and culture, all of which he loved and recognized in the early bottles he tasted. Patrice fell in love with fine wine at the age of 20. It was the entire experience – the color, texture, complexity, perfume and the appreciation of the hard work that went into making these wines. He was captivated and intrigued, which inspired him to plunge into the study of wine. He fondly remembers his first great bottle, a Château Guiraud 1983, which he purchased for \$97, one week’s salary back then. Vice Versa was born in 2003 after a few years Patrice spent working alongside the influential winemaker Paul Hobbs.



The hands-on education and experience he got with him went beyond skills and methodology. Introductions were made, an organic network of friendships with the industry’s most respected players was formed, and knowledge is continuously traded, which enables Vice Versa to craft the kinds of wines that originally sparked this journey. Things are kept simple and focused at every level. Balance, as the name suggests, is what guides the philosophy, which is founded on the essence of what’s inside, not the noise of what’s outside. Vice Versa has become a beacon for those who are masters of their craft, people who don’t burn out working at this level because they are provoked by passion.

## 2021 'Spinning Plates' Cabernet Sauvignon, Napa Valley

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95% Cabernet Sauvignon, 2% Merlot, 2% Petit Verdot and 1% Cabernet Franc from Oakville, Rutherford, St-Helena and Calistoga. Fermented in stainless steel tanks. 4-day cold soak, 23 days on skins, aged in French oak barrels for approximately 20 months (75% new). No fining.

### Tasting Notes

Offers a stunning bouquet of ripe blue and black berries, graphite, dark chocolate, tobacco leaf, and herbs. Complex and concentrated with abundant fine tannins, this full bodied wine showcases extraordinary balance, fine ripe structure, pliancy, and a long mineral and juicy finish. Delicious.

### Label Art

Commissioned from Montreal Street artist "Tone", and inspired by Patrice's passion for music, modern art, culture, and history, the 2021 label artwork is a retro-modern collage poster. This label will change every vintage.

Tip: There's a functional QR code hidden in the image.

## 2021 Beckstoffer To Kalon Vineyard Cabernet Sauvignon, Oakville

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100% Cabernet Sauvignon from Beckstoffer To Kalon Vineyard in Oakville. Fermented in stainless steel tanks, 4 days cold soak, 28 days on skins, aged in French oak barrels for approximately 20 months (85% new). No fining.

### Tasting Notes

All beauty and power. Built like a skyscraper, this wine shows exceptional density and complexity. The dark, vibrant, and intense multilayered profile of blackberry, crème de cassis, graphite, crushed violets, and rose petals lead to a long, lingering, silky finish. As gorgeous and approachable as it is today, it promises to be exceptionally long-lived. Monumental.

### Label Art

To Kalon, "the place of highest beauty. Paris-based artists Dana and Stéphane Maitec designed the label around a close-up image of the front of a vintage camera, subtly reflecting a woman's silhouette, representing that the beauty is in fact in the eye of the beholder.