

## **STEELE BRANDS**

### **STEELE**

Jed's flagship label started with his passion for Chardonnay, Pinot Noir, and Zinfandel. Steele focuses on vineyard-specific wines from estate vineyards and from other vineyards Jed has worked with since the 1970s. Steele varietals now include Pinot Blanc, Viognier, Cabernet Franc Rosé, Merlot, Cabernet Sauvignon and Cabernet Franc.

### **SHOOTING STAR**

Jed created Shooting Star because he had relationships with growers produced exceptional grapes that didn't fit in the Steele program. The goal was a quality line of predominantly Lake County wines to offer restaurants at a wine-by-the-glass price. Shooting Star also provides an outlet for esoteric bottlings like Aligote, Blue Franc and sparkling Syrah.

The Shooting Star name comes from Jed's middle name, Tecumseh, a revered chief of the Shawnee tribe. Chief Tecumseh was born during a great meteor shower and was known to his tribe as "Chief Tecumseh, born under the sign of a shooting star." Shooting Star now includes Aligote, Sauvignon Blanc, Chardonnay, Riesling, Pinot Noir, Merlot, Cabernet Sauvignon, Syrah, Zinfandel, Barbera, and Blue Franc.

### **STYMIE**

Jed makes two varietals under this label, Merlot and Syrah. The grapes come from the Silva and Jacobsen properties. These wines represent Jed's personal quality statement and are the best of the best, grown and vinified in Lake County. These wines are a tribute to Jed's father, who made a great bet on a horse.

### **WRITER'S BLOCK**

Writer's Block stems from collaboration between Jed and his son, Quincy. Quincy inherited his father's passion for winemaking, and after working with D'Arenburg in Australia and Catena in Argentina, Quincy created Writer's Block from the ground up, combining Old and New World winemaking techniques. He selected the varietals and defined the wine making protocols. Of late he has worked several harvests for Biodynamic producers in Beaune, France and surrounding villages. The varietals under the Writer's Block label are Roussanne, Syrah, Grenache, Cunoise, Petite Sirah, Cabernet Franc, Malbec, Pinot Noir, and Zinfandel.