

Clos du Val

Refreshing One of Napa Valley's Historic Wine Brands

MARKETPLACE RESULTS

The brand relaunched with the new look in June of 2021 with the 2019 vintage - the wines sold out in 10 months. The 2019 vintage contributed to a 40% depletion growth in 2021 and then a 37% depletion growth in 2022. The category was previously experiencing an average of 5%-7% depletion growth.

Clos du Val often refers to themselves as the “oldest new brand” on the market and has found that the new design reclaims the terracotta color as a point of difference and iconic calling card of the brand. The usage of the color as well as the switch to a lighter cream-colored capsule has greatly improved shelf pop and contributed to noteworthy growth in fine wine stores as well as on-premise sales.

“CF Napa knows and understands the Luxury and Fine Wine categories. They are very good at listening to the client’s brief and then developing a system of creative design. They have great account representation and are extremely responsive to the client’s zigs and zags.”

MIKE HOLDEN
CEO
Clos Du Val

CLIENT
Clos du Val

COUNTRY
United States

PROJECT SCOPE
Logos
Packaging
Marketing
Digital







TERROIR

Clos du Val currently farms over 225 acres of estate vineyards located in the Stags Leap District and Yountville AVAs (American Viticultural Areas) within Napa Valley.

A lot of people like to talk about terroir, and we are no exception — our terroir is Clos du Val's raison d'être. In the late 1960s, young Bernard Portet, son of the technical director at Château Lafite in Bordeaux, was hired by John and Henrietta Golet for a singular mission: to find the best site in the world in which to grow Bordeaux varietals. The only catch? The Golets wanted to look outside of France.

Bernard spent the better part of the next two years exploring four continents and traversing winemaking regions including Australia, New Zealand, South Africa, Chile, Argentina, and the western United States. In Chile, while he didn't find his perfect vineyard site, Bernard met the love of his life, Helia, who would later become his wife. She agreed to come with him to the next stop on his world tour: the Napa Valley, where the two have lived ever since.

But let's not jump too far ahead... legend has it that one day while Bernard was scouting the Napa Valley, he took a truck window, he noticed that while entering a small, sheltered nook of the valley, the temperature suddenly dropped. It was there that Bernard found his perfect vineyard site. It would later be known as Stags Leap District, the smallest AVA in the Napa Valley, and home to Cabernet Sauvignons revered around the world.

HIRONDELLE VINEYARD
STAGS LEAP DISTRICT, NAPA VALLEY

The crown jewel of Clos du Val's estate program is a majestic vineyard in the heart of Stags Leap District. Acquired in 1972, this coveted land is home to Clos du Val and features 120 acres and some different clones of Cabernet Sauvignon. Often referred to as a "valley within a valley," the Stags Leap District is just three miles long and nine miles wide. Celebrated for its ideal climate that draws in cool breezes from the San Pablo Bay, Stags Leap District produces wines with velvety textures and pure varietal flavors, while retaining ideal natural acidity — qualities that are perfect for making exceptional, age-worthy wines.



1 2 3 4



RIVERBEND VINEYARD
YOUNTVILLE, NAPA VALLEY

Along a narrow stretch of the Napa River sits the Riverbend Vineyard, a 100-acre site bordered by a rich riparian area with significant soil variations. Our viticultural team had the unique opportunity to plant this site in phases starting in 2005 and completing in 2016. The vineyard is blessed with a fertile and healthy ecosystem, which is beneficial to growing exceptional grapes.

In addition to 10 different Cabernet Sauvignon clones, the vineyard is planted to complementary Bordeaux varietals such as Merlot, Petit Verdot, Cabernet Franc and Malbec. A small amount of Sauvignon