

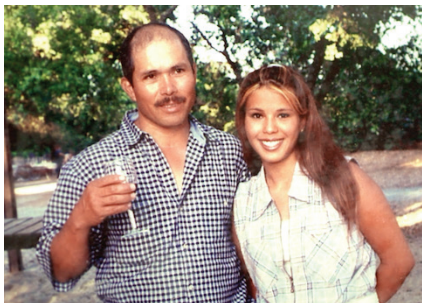
HONRAMA *Cellars*

BRAND STORY

Honrama: "A Celebration of Opportunity, Labor, Resolve, and the Bond of Generations". "The journey of every wine begins in the vineyard, with the grape. The beauty of every wine is crafted from the souls and hands of those who tend the vineyards, pick the grapes, and cultivate the nectar. Just as every family is crafted from the souls and hands of those who recognize opportunity, take risks, work from dawn to dusk, and share their wisdom". Named in honor of Honorio Ramirez Mata, Honrama reflects the bond of respect and admiration between generations. From the soul of a great man whose quest for a better life for his family brought him to Napa Valley working to tend the vineyards and harvest the fruit, to the souls of his children and grandchildren who lovingly make the wine.



HONORIO RAMIREZ MATA



LEFT: HONORIO RAMIREZ MATA

family in Guanajuato. Honorio's mother passed away at a very young age, therefore he was forced to grow up very quickly. His mother, Maria Luisa, was survived by Honorio, his older sister Marcelina and his younger brother Lucio, who was only a year old. Honorio and his siblings had to move from one family's home to the next in order to survive on their own.

Honorio was born in September of 1959 in San Salvador de los Ahorcados, Guanajuato Mexico. This small village did not offer much of a future for anyone. People were forced to live on a day to day basis. This was the way of life as they knew it. At a very young age, Honorio was taught by his father, Fabian, that the only way to survive was to live and work in the city. Which is just what he did. Fabian lived and worked in Mexico City and would send money back to his



THE WINES

- **Cabernet Sauvignon**, Napa Valley
- **El Potrillo "Nono's Blend"** (Pinot Noir), North Coast
- **Sauvignon Blanc**, Napa Valley
- **Paula's Rosé** (Cabernet Sauvignon), California

HONRAMA

Cellerars



CABERNET SAUVIGNON
NAPA VALLEY

This Cabernet is softly complex, rich in blackberry, cherry, spice, chocolate, coffee and oak flavors anchored with warm, earthy tannins balancing nicely with sweet vanilla and chocolate toasted oak. A classic Napa Valley Cabernet: rich of the palate, a complex nose with lots of layers and great depth, well-balanced and very flavorful with a nice finish.



SAUVIGNON BLANC
NAPA VALLEY

In this Sauvignon Blanc you will savor hints of green apple and honeydew. It is a nice crisp and citrusy old style sauvignon blanc.



Nono's Blend
PINOT NOIR
NORTH COAST

In this North Coast Pinot Noir, you can enjoy the natural balance of the fruit. This wine is semi-dry yet sweet, light and crisp. You'll savor the perfect touch of smoothness deriving from the balance and molding of the fruit in the winemaking process during the aging of the wine. This was acquired by the use of both new and used wine barrels.



Paula's Rosé
CABERNET SAUVIGNON
CALIFORNIA

This Rosé is different in the way that we use cabernet sauvignon grapes instead of the traditional pinot noir or chardonnay variety. In this rosé you will enjoy a nice refreshing and crisp palate. You will pick up hints of strawberry and citrus fruits.



La Chica
WHITE WINE
(LATE HARVEST)
CALIFORNIA

Made in honor of my sweet, angelic wife, Miriam. Harmonized into one, this wine and La Chica express similarities, everlasting sweetness, richness, and a perfect balance of sweet and crisp. This delicate wine will have you falling in love all over again.