

TEXTBOOK

MERLOT 2024

NAPA VALLEY

“Crafted from select vineyard lots across Napa Valley, the 2024 Merlot is plush and expressive. Aromas of ripe blackberry and dark cherry unfold into layers of raspberry, cocoa, and subtle spice. Silky on the palate with supple tannins and balanced structure, the wine finishes smooth, polished, and distinctly Napa.”

WINEMAKER ABIGAIL ESTRADA

TECHNICAL NOTES

VARIETAL COMPOSITION

91% Merlot
9% Cabernet Sauvignon

ALCOHOL

14.4%

ACID

5.9 g/L

pH

3.70

FERMENTATION

100% Stainless Steel | 12 Days Skin Contact

AGING

14 Months in French Oak (30% New)

PRODUCTION

5,000 cases (12 x 750ml)

BOTTLED

March 2026

RELEASED

May 2026

RECENT PRESS

2022: **93pts**

The Tasting Panel

2022: **90pts**

James Suckling

2022: **90pts**

Wine Enthusiast

NAPA VALLEY: A WORLD-CLASS GROWING REGION

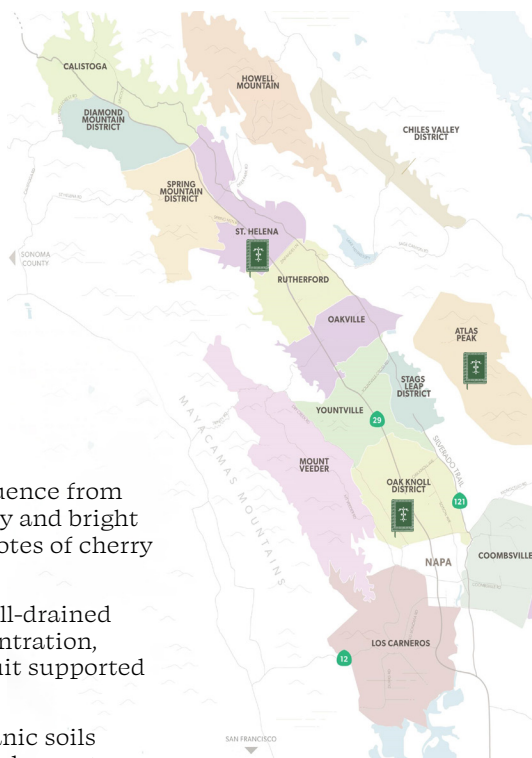
Spanning just 30 miles in length and 5 miles at its widest point, Napa Valley is one of the world's most revered winegrowing regions. Its intricate mosaic of microclimates, diverse soils, and varied elevations creates wines of depth, structure, and layered complexity. This dynamic interplay of place defines the balance, precision, and refinement that distinguish classic Napa Valley Merlot.

SOURCING THE 2024 NAPA VALLEY MERLOT

OAK KNOLL DISTRICT – Cooling marine influence from the San Pablo Bay preserves vibrant acidity and bright red fruit expression, contributing lifted notes of cherry and fresh raspberry with refined balance.

ST. HELENA – Warm, sun-filled days and well-drained alluvial soils promote ripeness and concentration, delivering plush layers of red and dark fruit supported by supple, structured tannins.

ATLAS PEAK – Elevated vineyards and volcanic soils enhance intensity and structure, yielding deeper tones of blackberry and wild berry framed by firm texture and natural freshness.



PRICING

WINEMAKING

- Crafted to showcase Napa Valley Merlot's hallmark supple texture, polished tannins, and refined elegance, shaped by a restrained, balanced approach in vineyard and cellar.
- Select lots from Oak Knoll District, St. Helena, and Atlas Peak provide lift, plush mid-palate richness, and structural depth, creating a Merlot that is both expressive and elegantly composed.
- A measured addition of Cabernet Sauvignon (9%) adds backbone and definition, enhancing balance while complementing Merlot's plush texture.

LEARN MORE FROM
TEXTBOOK FOUNDER
JONATHAN PEY



TEXTBOOK

FOUNDED ON “TEXTBOOK” NAPA

Founded in 2004 by wine industry veteran Jonathan Pey, TEXTBOOK was created with a singular focus: crafting truly “textbook” expressions of Napa Valley Cabernet Sauvignon. Beginning in Oakville—Napa’s most iconic and prestigious AVA—TEXTBOOK sources fruit from vineyard sites neighboring legendary estates such as Screaming Eagle, Harlan, and Opus One. From the outset, TEXTBOOK earned recognition for delivering cult-level pedigree, structure, and elegance—without the cult-level price—establishing a reputation for outstanding quality and exceptional value.

WINEMAKER VISION

As Winemaker for TEXTBOOK, Abigail Estrada brings a globally informed perspective to the founding vision of crafting truly “textbook” expressions of site and varietal. Shaped by harvests in Italy, Israel, and New Zealand, and refined through experience at leading Napa producers, her approach emphasizes balance, freshness, and food-friendly elegance. Thoughtful picking decisions, gentle extraction, and restrained use of oak allow vineyard expression to take the lead in every wine.



VINEYARDS & APPELLATIONS

TEXTBOOK continues to strengthen its Napa legacy while expanding the portfolio to include Paso Robles, Sonoma Coast, and the Russian River Valley—selecting sites that naturally support its signature style. Long-standing grower relationships ensure a true sense of place, from small-lot Napa Cabernets to regionally expressive varietal bottlings. Through careful sourcing and precision winemaking, TEXTBOOK delivers luxury pedigree and terroir-driven character with approachability and value.



SAUVIGNON
BLANC
RUSSIAN RIVER



CHARDONNAY
SONOMA COUNTY



MERLOT
NAPA VALLEY



CABERNET
SAUVIGNON
PASO ROBLES



RESERVE
CABERNET
SAUVIGNON
NAPA VALLEY



YOUNTVILLE
CABERNET
SAUVIGNON



PAGE-
TURNER
RED WINE
OAKVILLE



MISE EN PLACE
CABERNET
SAUVIGNON
OAKVILLE