

PATRIMONY

PATRIMONY Estate Press Kit

Brand Overview

PATRIMONY Estate is a winery in Paso Robles helmed by co-proprietors and brothers Georges and Daniel Daou, leading figures in the Central Coast winemaking community. Hailing from Lebanon by way of Paris, France, the brothers moved to the United States in the early 1980s where they soon achieved success in business. Their next dream was to form DAOU Family Estates, where they aimed to produce some of the world's best Cabernet Sauvignon and create a legacy rooted in family and heritage. Through PATRIMONY Estate, the inseparable brothers seek to further their own dreams of creating luxury, world-class wines that rival the best in Bordeaux, Napa Valley and beyond. The PATRIMONY Estate range currently includes Cabernet Sauvignon, Cabernet Franc, and Caves des Lions (a Cabernet Sauvignon and Cabernet Franc blend), each priced at \$275.00.

Winemaking Philosophy

Daniel's hands-on approach and dedication to creating balanced wines starts in the vineyard, from selecting his favorite clones to employing dry farming techniques and attention to vine balance, all with phenolics in mind. Grapes are sourced from the one-of-a-kind, scenic DAOU Mountain, which ranges from 1,700 to 2,200 feet in elevation. The calcareous clay soils are akin to Bordeaux, which drew the brothers to this unique terroir on the westside of Paso Robles. Located only 13 miles from the Pacific Ocean, the vineyards experience an intense diurnal temperature shift which allows them to receive the perfect balance of concentrated flavors and balancing acidities.

Fermentation proceeds exclusively with wild yeasts cultured from DAOU Mountain, imbuing the wine with native texture and character. Maturation unfolds for 30 months in rare, custom-made French oak barrels prized for their fine grain and distinctive elegance. Only after further aging in the bottle for one year do all these aspects coalesce into complete symmetry.

Sustainability

PATRIMONY Estate has a goal of being 100% sustainable, rooted in stewardship and respect for the environment. The following practices are employed:

- Dry-farming and organic farming of all vineyards
- Use of native yeasts
- Capturing and reusing rainwater
- A state-of-the-art irrigation system designed to target which blocks need water, drastically cutting down on water use
- Organic and biodynamic farming practices

Biographies

Daniel Daou

Winemaker & Proprietor

Daniel Daou is a renowned winemaker known for creating the luxury Cabernet revolution in Paso Robles. Daniel is a true visionary who saw the immense potential of Paso Robles and the legendary terroir on what is now DAOU Mountain. A trained engineer with an artistic eye and palate, Daniel's highly rated and revered wines have been declared by the world's foremost wine critics as "rivaling the best wines in the world". With the highest scoring Cabernet Sauvignon in the Central Coast region, Daniel's track record of impeccable quality in the fine wine world continues to garner accolades from both critics and consumers alike. Consistently scoring at the top of peer to peer rated apps, the swell of support for Daniel and his wines have extraordinary momentum and the wines are allocated in all channels. Daniel truly believes in the Paso Robles region, and founded the Paso Robles CAB Collective, a grassroots, non-profit organization of winemakers designed with the belief that the Paso Robles AVA can produce wines that are worthy of international acclaim. In 2022, Daniel and Georges Daou were awarded an Order of Agricultural Merit, Chevaliers de l'Ordre du Mérite Agricole, by the French Government for their outstanding contributions to the practice of agriculture.

Georges Daou

Business Strategist & Proprietor

Georges is a creative visionary and a man of many interests. He holds a degree in engineering and maintains a passion for polo. Yet it was only on DAOU Mountain that Georges discovered his true destiny. Here, he became the shepherd of a dream—that the mountain would one day produce wines of immeasurable purity, and that these wines would provide a far-reaching touchstone of pleasure for generations to come. "The raw jewels of this mountain have been here for thousands of years—the physics of the slopes, the chemistry of the soil, the wild beauty," Georges says. "But it will take great imagination to unlock the full truth of this terroir. This is the quest we are wholly engaged in, and that we want to share with our patrons."

Erik Johnson

Estate Director

When the Head Sommelier at the French Laundry first encountered DAOU, he knew that something very special was happening here. A feeling that did not leave him after the impactful long finish on the Soul of a Lion—a feeling that remained with him until he too, answered the tug on his heart to join the winery on DAOU Mountain.

Erik spent his professional career under the mentorship of Chef Thomas Keller at The French Laundry and Bouchon Bistro. He made a reputation of leading his programs with integrity and thoughtfulness. Taking a firsthand approach to his craft, he completed Sommelier certification before moving from his hometown of Phoenix, AZ to Yountville, CA. Upon arrival to the Napa Valley, he was first hired as The French Laundry “vintern” - stocking the most iconic wines of the world and later, was asked to stay as their Cellar Sommelier. He soon pivoted to Bouchon Bistro where he earned the Head Sommelier position at age twenty-four. In that role, Erik was awarded Zagat’s coveted 30 under 30 distinction. While at Bouchon, Erik managed a dynamic and successful program that years later still reflects his impact. In 2013, Erik returned to The French Laundry as an Assistant Sommelier and was promoted two years later to Head Sommelier where he guided the wine program for five years. Erik’s passion for his profession, love of his family, and the belief in stewardship will have a lasting and resounding impact on the DAOU legacy that is PATRIMONY.

Christopher Avery

President

Born in Colorado and raised in California, Christopher Avery developed an appreciation for wine from his parents during his upbringing in the Bay Area. Christopher was named Senior Vice President of Sales & Marketing for PATRIMONY Estate in January 2021, and then promoted to President in February 2022. Christopher offers 20 years of wine industry experience and is responsible for overseeing all sales and marketing operations for the brand.

Prior to joining PATRIMONY Estate, Christopher was National Sales Director role at Hundred Acre Wine Group in Napa Valley before transitioning to his most recent role as the Vice President of Sales and Marketing at the iconic Opus One winery.

An active outdoorsman, he resides in St. Helena, CA. He enjoys spending free time hiking with his children and his dogs. He has a passion for European-inspired winemaking and considers hosting seminars and wine dinners one of the greatest pleasures throughout his career as it provides an opportunity to share knowledge and create new experiences.