



## Acumen General Positioning Quotes

### *Forbes*

#### **“Acumen - A New Shining Star From Napa Valley”**

“Recently I have tasted the releases of a relatively new Napa Valley winery that I believe will become, if not a household name, at least a name worth remembering. The winery is Acumen.

It’s this restrained manner of Cabernet Sauvignon that renders the **Acumen wines as being so special**. This signature style will certainly help in terms of identity, but apart from that, the Acumen Cabernets are much more enjoyable upon release than many counterpart wines from Napa Valley.

I’ve tasted only a few wines from Acumen, but let me repeat, **this is an estate worth remembering. Keep an eye out for these wines.**”

*-Tom Hyland, September 2019*

### *Vinography*

**“Speaking of fantastic, I continue to be extremely impressed with the wines from Acumen,** in particular their single vineyard bottlings of which this Atlas Vineyard is my favorite. Made up on Atlas Peak, **these wines are beginning to set a standard for that AVA in a big way.**”

*-Alder Yarrow, March 2019*

### *Los Angeles Times*

**“Acumen’s stellar portfolio of premium red wines reveals the greatness that comes from mountainside grapes.”**

*-Tom Marquardt and Patrick Darr, February 2019*

### *The Press/San Francisco Chronicle*

“Before heading out, make a pit stop at **Acumen Wine**. The tasting room in the heart of downtown is modern and chic. **Expect really good Atlas Peak Cabernet and Sauvignon Blancs.**”

*-Brian Coyne, July 2018*

### *Robb Report*

#### **“Acumen Napa Valley Has Wine That Lights Up Atlas Peak**

**A world-class wine estate matures in Napa.”**

“There’s delicious irony in the fact that **some of Napa Valley’s most exciting wines** come from high in the mountains flanking the valley proper—the Mayacamas on the west side (Mount Veeder, Spring Mountain), the Vacas on the east (Howell Mountain).

Sometimes it takes a new eye—an outsider’s quest for **a place with grand cru potential**—to shine a new light on a region that’s been hiding in plain sight with remarkable wine-growing characteristics all along. Follow behind on that quest, and some awfully good wine is the proverbial pot of gold.

The newest spotlight on Atlas Peak comes from Acumen Napa Valley, launched in 2012 by Eric Yuan and **an impressive team**, headed by now-late (and sorely missed) Denis Malbec; acclaimed winemaker Henrik Poulsen, who worked with Malbec and carries on the vision; and well-known viticulturist Garrett Buckland (currently president of the Napa Valley Grapegrowers).

The style of Cabernet the team is shooting for might be a throwback to the ’60s or ’70s, with freshness, precision, and structure that promise longevity.”

*-Sara Schneider, August 2018*

### ***Decanter***

#### **“Napa Valley Cabernet 2018: Top 10 producers and 10 wineries to watch”**

“After an extensive tasting of more than 240 Napa Valley Cabernets, Matthew Luczy has selected 10 producers that impressed him the most, plus highlighted the **best wineries or winemakers worth watching out for in the future.**”

Fresh from compiling the Decanter Napa Valley Cabernet vintage report for 2018 Matthew Luczy has pulled together a list of his top 10 producers and 10 wineries to watch based on the wines tasted.

As well as his top 10 producers Luczy has compiled a list of ‘ones to watch’.

These are wineries which are perfect to discover now (if you don’t already know them) and keep an eye on for the future.

#### **Luczy’s top 10 producers to watch in A-Z order Acumen”**

*-Matthew Luczy, November 2020*

### ***The Press/San Francisco Chronicle***

“Before heading out, make a pit stop at **Acumen Wine**. The tasting room in the heart of downtown is modern and chic. **Expect really good Atlas Peak Cabernet and Sauvignon Blancs.**”

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### ***Vinography***

**“Atlas Peak superstar Acumen wines.”**

*-Alder Yarrow, March 2019*

### ***The Tasting Panel***

**“Peak of Perfection Acumen’s Henrik Poulsen is ‘palate on’ when it comes to crafting his estate wines”**

“On the mountain slopes of the coveted area known as Atlas Peak, Napa Valley’s high-elevation AVA, winemaker Henrik Poulsen is crafting estate wines for the Acumen label. With 116 organically farmed acres of vines spread across two remote, rocky-soiled vineyards—Edcora and Attelas—**this small but resonant winery is destined for world-class status.**”

With a relatively cool climate and volcanic soils, the ripening potential remains great; **the wines' complex nature is apparent and their character defines excellence.**"

*-Meridith May, October 2018*

### **Restaurant Wine**

**"Acumen is an Atlas Peak Cabernet specialist**, founded in 2012. The wines are intensely flavored, and structured, capable of long-term aging."

*-Ronn Wiegand, January 2019*

### **7x7**

"A new name is emerging on Atlas Peak that aims to solidify the appellation as one of Napa Valley's premier regions for fine, age-worthy cabernet sauvignon.

Ideally situated on 116 acres of organically farmed vineyards, Acumen benefits from Atlas Peak's high-elevation, volcanic soils and long growing season; and the team of industry veterans there believes the appellation is at its pinnacle for producing top tier cabernet. While Acumen's small-production wines are slowly trickling into Bay Area restaurants and high-end wine shops, the producer remains **one of Wine Country's best kept secrets.**

The Estate on Atlas Peak is not accessible to visitors but, luckily for wine lovers, Acumen has created an urban oasis for those eager to taste their Bordeaux varietal Peak and Mountainside wines. Centrally located in the heart of downtown Napa, the Acumen Wine Gallery captures the Napa Valley spirit in a refined space."

*-January 2018*

### **South Florida Reporter**

**"This Napa producer makes a series of stunning, colossal cabernet sauvignons from vineyards on Atlas Peak.** Founded by Eric Yuan only a couple of years ago, **Acumen is showing great potential with mountain-grown grapes.**"

*-Tom Marquardt and Patrick Darr, June 2018*

### **North Bay Voyager**

**"Cabernet Lovers: It's worth the trip to downtown Napa to taste Acumen's estate cabernet sauvignon."**

"After years of being appointment only, Acumen's downtown Napa tasting room is now open to the public.

Founded in 2012 by Eric Yuan, Acumen started offering tastings downtown in 2017, by appointment only, catering to cabernet fanatics seeking out the winery's **cult-worthy, 100 point scoring estate wines.**

Acumen's estate vineyards on Atlas Peak make for **stellar cabernet sauvignon wines.**

We're pretty excited about the opening of the tasting room to the public, given that **the Acumen wines have continued to impress us, vintage to vintage.** If you love elegant, smooth cabernet that is a pleasure to drink with food or on its own, **you must try Acumen wines."**

*-Sarah Stierch, August 2019*

***JancisRobinson.com***

“The Acumen team purchased the Attelas Vineyard in 2012 and in 2014 added the nearby Edcora Vineyard. Together the sites total 116 planted acres organically farmed. Even more impressively, the farming is done by a year-round crew, all provided with full health-insurance coverage for not only the employee but also the employee's family – an unusual phenomenon in the insurance-averse United States. At its root, the practice maintains employee health while also helping wine quality via vineyard care. The approach is unusual not only for Napa Valley but for American estates in general.”

*-Elaine Chukan Brown, April 2017*

***Creators***

**“Winery to Watch: Acumen”**

“In the world of fine wine, where status is typically established over decades of success, Acumen, founded in 2012 by Eric Yuan, is the new kid on the block and **quite the sensation.**”

The vineyards, Attelas and Edcora, are planted in the volcanic soils of Atlas Peak, at elevations ranging between 1,300 and 1,600 feet. This is well above the fog line, and it ensures the grapes will not only ripen but also ripen under conditions that promote **exceptional structure.**

The reds are collectibles that require decanting and patience when young, and have the potential to improve in the cellar over 15 to 25 years. The sauvignon blanc is the least expensive yet an exquisite wine that exudes the flavor profile of a classic white Bordeaux, with notes of grapefruit, peach and citrus.

The ‘Mountainside’ reds, deliver complexity and uncommon structure, hinting that they will be long-lived even though they are delicious now.

Winemaker **Henrik Poulsen is among the most respected in the business**, and that he started the Acumen project with the late Denis Malbec, a rock star winemaker in his own right.

**These wines are every bit as good as any of the so-called cult wines of the Napa Valley that retail for \$500 and up. My advice is simple: Buy now, before Acumen’s price catches up to its more established competition.”**

*-Robert Whitley, August 2018*

***Fodor’s Travel Napa & Sonoma***

“Highly structured Cabernet Sauvignons from Atlas Peak grapes are the calling card of Acumen, which presents its wines in a combination tasting room and art gallery in downtown Napa. Artist Vincent Xeus designed the hip-elegant space (some of his paintings grace the walls), noteworthy for its use of glass, brass, copper, and reclaimed wood. **It’s plush setting in which to sample the refined output of winemaker Henrik Poulsen.** One tasting explores the **affordable but very well-crafted Mountainside wines, another the collector-quality PEAK vintages.**”

*-Danny Mangin, 2020*

***Wine Enthusiast***

“Another high-profile project is Acumen Wines, founded in 2012 by Eric Yuan.”

*-Virginia Boone, May 2017*

***NAPA Magazine***

**Acumen Wine Gallery**

“Showcases wines from Acumen’s organically farmed estate vineyards on Atlas Peak with three terroir-expressive wine tasting experiences.”

-*March 2018*

***Napa Valley Register***

**Acumen Tasting Room**

“Striking...”

-*Paul Franson, May 2017*

***The Economic Times***

**“The ‘luxury experience’ way to taste wine”**

“A handful of swanky reservation-please salons with comfy leather sofas, chandeliers, art-to-buy on the walls, and playlists of oh-so-hip music opened in downtown Napa last year. **Top spots** so far? **Acumen...**”

-*Elin McCoy, January 2018*

***Bloomberg***

“Soon, other small, remote wineries began opting for swanky, salon-style wine bars in more urban settings away from the vineyard: In downtown Napa...A few blocks away is the tasting room for ... **charming spots** from the likes of **Acumen...**”

-*Elin McCoy, August 2018*

***Wine Review Online***

“Meet Acumen, a wine estate in the Atlas Peak district of Napa Valley, that originated just six years ago. Proprietor Eric Yuan has amassed 116 organically-certified acres of vines spread across two sites in a remote, cool locale of steep slopes, high elevation and rocky, volcanic soils. From these estate vines, **Acumen produces several red wines based on Cabernet Sauvignon that are masterful expressions of this noble grape.**

**One characteristic of the Acumen wines that impresses me is the freshness of their fruit flavors.”**

-*Mary Ewing-Mulligan, August 2018*

***Wine Review Online***

“This is a winery to watch!”

-*Rich Cook, November 2018*

***Vinography***

“I’ve got a single-vineyard offering from Acumen, to whose wines I was recently introduced. Their Cabernets have really impressed me.”

-*Alder Yarrow, November 2018*

***D Magazine***

“Mountainside-grown Sauvignon Blanc is not the norm in Napa, but **Acumen** is proving that nuanced whites can be made from steep Atlas Peak slopes.”

-*Hayley Hamilton Cogill, November 2018*

***Wine Review Online***

“Acumen's Attelas Vineyard is a 32-acre site on Atlas Peak with a northwest exposure that makes for a brighter, more red fruit driven wine.”

*-Rich Cook, October 2018*

***The Colorado Springs Gazette***

**“Giving the gift of fine wine”**

“One of its newest estates, **Acumen**, has set high aspirations to achieve Grand Cru status. On the evidence of its confidently structured, richly integrated 2014 PEAK Attelas Vineyard, one of a trio of small-production wines from its finest vineyard blocks, it is well on its way.”

*-Rich Mauro, December 2018*

***OwenBargreen.com***

“Acumen Wines has established an estate that features 116 organically certified acres of vines, spread across two remarkable vineyards on Napa Valley’s Atlas Peak. The Acumen team makes a small portfolio of estate-grown wines, with a focus on mountain-grown Cabernet Sauvignon, as well as Sauvignon Blanc.”

*-Owen Bargreen, December 2020*