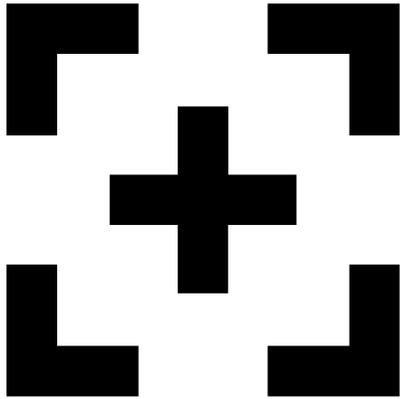


## Robb Report's Wine Club Will Give You Exclusive Access to Exceptional Napa Valley Reds

By MIKE DESIMONE AND JEFF JENSSEN



We are often asked what makes certain wines worth the sky-high prices they fetch on release or at auction, and it really comes down to one concept: rarity. The common denominator shared by almost all the world's most sought-after wines is limited quantity. They often come from a miniscule yet very special vineyard site and are made using only the finest selection of grapes, with a very small number of barrels produced. In the two years since the launch of its members only wine club, *Robb Report* has continued to fully embrace the notion of exclusivity with its [Robb Report 672 Napa Valley Wine Club](https://robbreport.com/food-drink/wine/672-napa-valley-wine-club-membership-1235163364/). Besides the scarcity of the wines on offer to members,

the club is unique on two counts, its wines being solely from Napa Valley and exclusively red.

Unlike that hard to procure Napa cult wine or impossible to buy Burgundy, the wines of 672 Wine Club are available to those who join and are also extremely well priced. Quarterly shipments of two bottles each of three different wines—for a total of six bottles every three months—are priced at between \$550 and \$650, with shipping included, for an average price of \$100 per bottle. The two bottles per selection format allows you to drink one now and cellar the other to allow it to mature to perfection. The club is limited to 672 members, which is the number of bottles a standard shipping palette holds. This allows the Robb Report team and their partner, WineSavage, to source rare and highly allocated lots that would be unavailable to a larger group. Additional bottles may be available for purchase on the club's website while stock lasts, with priority given to members.

#### BECOME A MEMBER OF THE 672 WINE CLUB

If you are a regular *Robb Report* reader, you know that across the board the products and experiences featured on the magazine's pages are guaranteed to be the cream of the crop in their categories. From watches to yachts to hotel rooms, the editors and writers at *Robb Report* bring you the finest options available, and its wine club is no different. “*Robb Report* strives to provide its audience with the best of the best in luxury. The 672 Wine Club is no different—our members savor and share premium Napa Valley wines exclusively curated for them,” says Paul Croughton, editor in chief of *Robb Report*.

## WATCH

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Dave Shefferman, CEO of WineSavage, is a Napa insider who has longstanding relationships with winemakers and winery owners up and down the valley. After contacting a wide variety of producers to find special, one-of-a-kind offerings, the type that may otherwise be available to their private wine club members or at auction, Shefferman and a tasting panel made up of winemakers, sommeliers, and WSET certified professionals convene around a table and blind taste wines to be considered for inclusion in the club. The group tastes 60 to 100 wines per quarter and whittles the selection down to just a handful of lead contenders.

The samples of the standouts from the blind tastings are then sent to us for a final round of tastings to confirm that they truly deserve best of the best status or should be removed from consideration. The wines that make it through that selection process are then considered for one of our shipments. (Full disclosure, we also write the tasting cards and producer profiles that are included with each shipment, but we do not receive any additional compensation from the wine club.)

Shefferman explains, “Curating wine for over a decade for exclusive wine clubs, our team’s relationships in Napa Valley run deep. Through these years of trust and collaboration, we gain access to some of Napa Valley’s most coveted treasures from both marquis winemakers and up-and-coming talent, yet to be discovered by the mainstream.”

Selections lean towards Cabernet Sauvignon and Bordeaux-style or proprietary red blends, with an occasional exceptional single variety red such as Merlot or Syrah. Current selections include two Napa Valley Cabernet Sauvignons and a Malbec. Hersly 2018 Lazarre Vineyard Oak Knoll Cabernet Sauvignon was made during what winemaker and proprietor Adam Hersly describes as an “ideal” growing season and aged 20 months in French oak, creating a wine with a strong tannic backbone and flavors of cassis, black raspberry, dark chocolate, and mint. Okapi 2014 Napa Valley Cabernet Sauvignon comes from a single vineyard in Napa’s Oak Knoll District. It features black berry, black plum, and cassis with touches of tobacco leaf, dark plum, forest floor, and freshly shaved truffle flavors wrapped in a layer of velvety tannins. Buoncristiani 2019 Napa Valley Malbec, from the Atlas Peak AVA’s Stagecoach Vineyard, offers soft, silky tannins mingling with raspberry and pomegranate flavors that are joined by juicy black fruit and dried Mediterranean herbs in the finish.

With almost 1,000 commercial wine producers in Napa Valley, it would be nearly impossible to locate selections such as these on your own. As Dave Shefferman says, “Whether limited-production classics or avant-garde creations, rest assured, we’ve done the legwork to filter out the best of the best and bring the Napa Valley experience directly to your doorstep.”