



YAO FAMILY WINES

FACT SHEET

COMPANY NAME:	Yao Family Wines
BRAND NAME:	YAO MING®
LOCATION:	St. Helena, Napa Valley, California
INAUGURAL WINE:	2009 YAO MING® Napa Valley Cabernet Sauvignon
VARIETALS:	Cabernet Sauvignon 82%, Merlot 8%, Cabernet Franc 7%, Petit Verdot 3%
ABOUT:	In November 2011, Yao Ming, global humanitarian and recently retired NBA star, announced the establishment of his new Napa Valley wine company: Yao Family Wines. The company released its inaugural wine under the brand name YAO MING®. Yao Family Wines appointed Pernod Ricard (China) as its sole and exclusive importer and distributor of the YAO MING® wines in mainland China.
PRESIDENT & DIRECTOR OF WINEMAKING:	Tom Hinde
VINEYARDS & WINE:	Yao Family Wines sources the grapes for its YAO MING® Napa Valley Cabernet Sauvignon from prestigious Napa Valley vineyards with a reputation for excellent fruit and selects individual blocks to blend for flavor and texture in its world-class wines. The vineyards are located from north to south along the Napa Valley, where the variation in climate and soils provide the grapes with distinct characteristics that add complexity to the final blend. The grapes are fermented using artisan winemaking techniques and are aged up to 18 months in 100% French oak barrels. Only the best lots were used in the final blend.
LABEL:	The YAO MING® 2009 Napa Valley Cabernet Sauvignon label was designed by Chuck House, the celebrated California wine label designer. It features a hand-drawn illustration of Napa Valley with the ancient Chinese character for "Yao," elegantly representing both cultures in which Yao Ming has made his home.
WEBSITE:	www.yaofamilywines.com