

The Mascot Collection

Every portfolio needs a mascot





“The Mascot began early on as an experiment, after talking the family and winemaking team into sparing a few barrels of wine—produced from our younger vines – to explore a blend of my own. In the first few years, before it had a label or a name, it was just a wine shared with friends and family. It wasn’t until the 2008 vintage, our first official release, that we had enough to share with new friends.”



Will Harlan

Managing Director of Domain H. William Harlan

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About The Mascot

The Mascot is the brainchild of Will Harlan, the Managing Director of BOND, Harlan Estate, and Promontory. The cabernet sauvignon-dominant blend features fruit from the younger vines of the three winemaking ventures that age for five years before release. The result: a singular, youthful expression of Napa Valley. However, The Mascot won't have existed without a little curiosity.

Will honed his winemaking skill in the BOND cellar. During that time, he brought wine from one of his father's cellars to share with friends. These were not finished wines. Instead, they were blends leftover from BOND and Harlan Estate bottles. Will was the first to wonder, "Can these wines be something more?"

At first, Will shared his unnamed wine with his inner circle. Over time, that circle grew. After receiving encouragement from friends and family, he bottled his first vintage of The Mascot in 2008. Today, **The Mascot offers wine lovers a chance to experience the breadth of the Harlan holdings in a single bottle.**

Fun Fact:

The dog on the label is an English bull terrier named Prince. Owned by the president of the Farmers Deposit National Bank of Pittsburgh, Prince lived at the bank, where he was known for warmly greeting customers and employees alike.



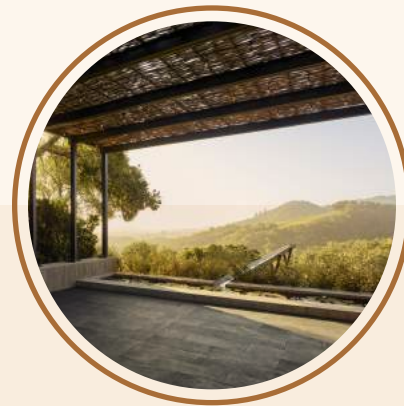
The Terrier's Terroir

The Mascot isn't focused on an individual site or microclimate. Rather, it marries the terroir of BOND, Harlan Estate, and Promontory. Here's what each vineyard has to offer:



Harlan Estate

Situated in western Oakville, Harlan Estate ranks as an **unofficial first growth of Napa Valley**. The 240-acre expanse features undulating hills, jagged slopes, and breathtaking views. With a unique geologic blend of fractured bedrock and ancient sandstone, the vineyards have earned a reputation for elegant, fresh, and multi-dimensional fruit.



Promontory

Carved into rugged hills, Promontory sits on the southwestern ridge of Oakville, isolated from other estates. The 840-acre property **contains a multitude of soils, exposures, and elevations**, giving its fruit endless complexity and nuance. This untamed wildness is responsible for dense, masculine fruit that yields a stunning expression of Napa Valley.



BOND

BOND is five grand cru caliber properties sprinkled across Napa Valley. **St. Eden** and **Pluribus** feature volcanic soils with bold, rich fruit. **Quella** sits on an ancient riverbed with southwestern exposure, while the rocky hillsides of **Melbury** produce equally ethereal grapes. Finally, **Vecina** is the lowest-lying vineyard with stunning terraced slopes and powerful, savory berries.

Why We're Investing

#1 - Strong Returns on Investment

Our one concern with this collection was the return on investment. A little research put that concern to rest. The 2013 vintage has returned **6.1% annually**, while the 2012 vintage has notched a **15.2% annual return**. Here's the cool part. These figures should only improve with time. As a rule of thumb, fine wine gains the most value when it nears its peak, meaning the best returns should be yet to come.

#2 - Brand Cachet

Harlan Estate has been heralded as **a first growth of Napa**. It has limited production with red blends rival that of top-tier Bordeaux. BOND and Promontory follow in the same footsteps. With quality-driven production, the triad captures the essence of Napa Valley like no other.

#3 - Minuscule Production

Good luck strolling through your local grocery store and finding The Mascot. It's not happening. The estate **only produced 3,000 cases** of the 2012 and 2013 vintages. To get a bottle, you need to sign up for an allocation of The Mascot website. Fortunately, Vinovest knows the right people to bring it directly to you.

VINTAGE	2-YEAR RETURN	5-YEAR RETURN
The Mascot, 2013	30.8%	-
The Mascot, 2012	58.7%	-
The Mascot, 2011	60.8%	52.8%
The Mascot, 2010	5.0%	94.1%
The Mascot, 2009	131.6%	209.9%
The Mascot, 2008	-8.6%	77.4%
Source: Liv-ex		



**Invest in a case of *The Mascot* (12 bottles)
and secure early access to our Harlan collection**



The Mascot, 2012

VINTAGE QUALITY	B+
ANNUAL RETURN	15.2%
ANNUAL PRODUCTION:	3,000 CASES
AGING WINDOW	2017 - 2047

No dog day afternoons here. The 2012 growing season was hospitable with warm and consistent conditions that yielded a supple red blend that’s equal parts welcoming and vibrant. Juicy red fruits sit at the core with hints of spice and earthiness radiating from all sides. On the palate, the 2012 vintage glides effortlessly into a generous finish shimmering with youthful energy. As enticing as this wine is now, greater depth and complexity await with time in the cellar.



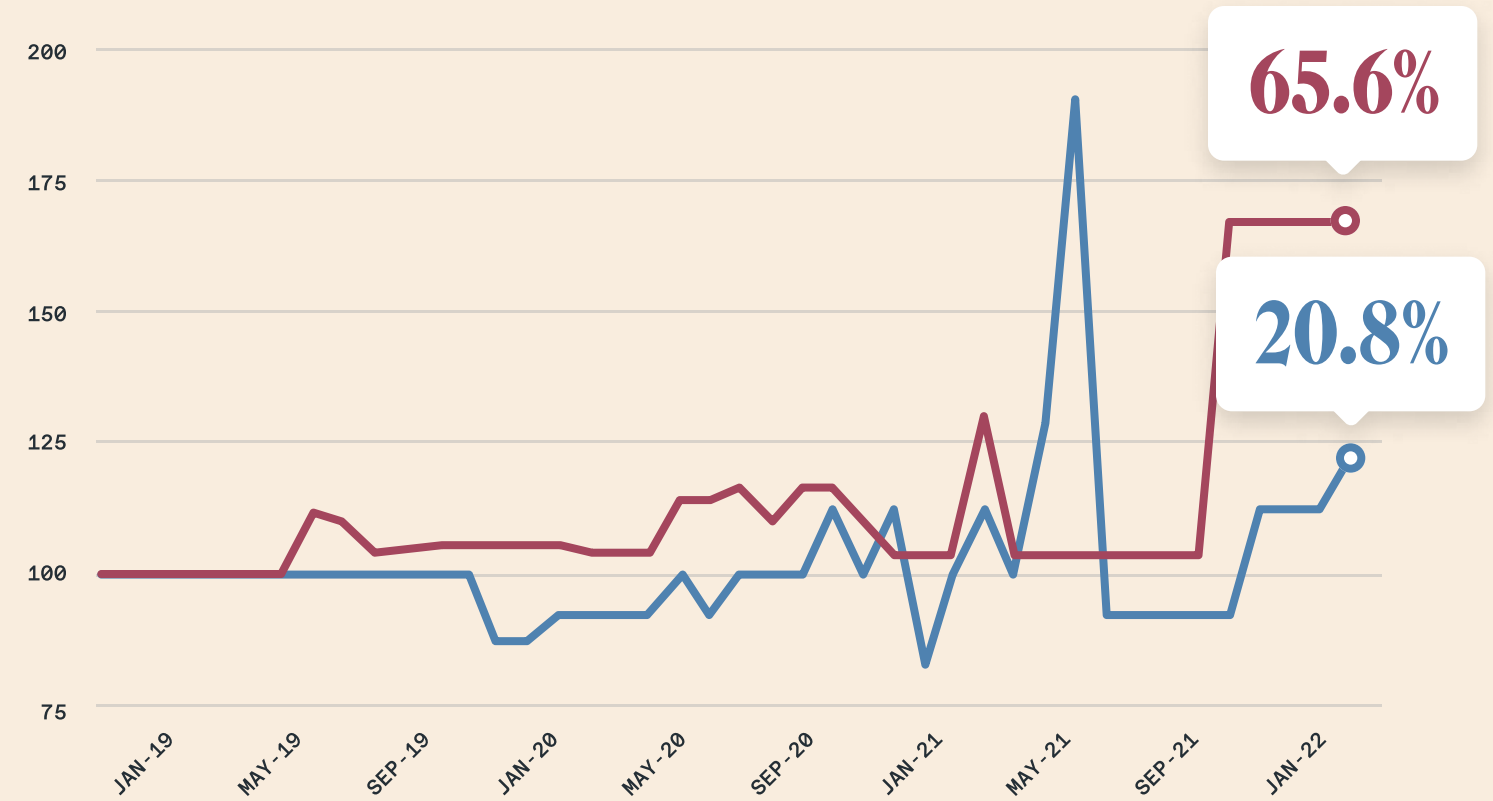
The Mascot, 2013

VINTAGE QUALITY	A+
ANNUAL RETURN	6.1%
ANNUAL PRODUCTION:	3,000 CASES
AGING WINDOW	2018 - 2048

The strength of the Harlan, BOND, and Promontory vines is on full display with the 2013 vintage. Having endured drought in previous years, the vines flexed their tenacity during the arid growing season. The young vines produced small, concentrated berries with exceptional balance and muscularity. The final blend features an intense, dark fruity core amid layers of spice, wildflowers, and earth. Where the 2012 vintage is approachable and plush, the 2013 iteration wows with depth and complexity.

Power of the Dog

When it comes to returns on investment, the 2012 vintage is top dog. It's appreciated 65.6% since its release, translating to an impressive 15.2% annual return. The 2013 vintage is catching up, though. With two price surges in the last six months, the gap may soon disappear.



	CURRENT VALUE	MOM	YTD	1YR	2YR	5YR
● THE MASCOT, 2012	1,888	0.0%	0.0%	28.1%	58.7%	-
● THE MASCOT, 2013	1,570	8.3%	8.3%	-5.2%	30.8%	-

Source: Liv-ex

Add The Mascot to Your Portfolio

Tuesday, April 26

1 PM EST / 10 AM PST

[VIEW THE MASCOT COLLECTION](#)

