

*Beaulieu Vineyard*

SINCE **BV** 1900



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**GEORGES DE LATOUR**  
PRIVATE RESERVE  
CABERNET SAUVIGNON  
NAPA VALLEY  
2022



The first GEORGES DE LATOUR Private Reserve Cabernet Sauvignon was made with grapes from the 1936 vintage by iconic winemaker Andre Tchouliakov, who tasted the wine in barrel and insisted on giving it an independent bottle. Today this wine is widely considered the standard bearer of fine Rutherford Cabernet with deep fruit character, silky texture and impressive aging ability.

PRODUCED AND BOTTLED BY BEAULIEU VINEYARD AT RUTHERFORD, NAPA VALLEY, CALIFORNIA

FOUNDED BY GEORGES DE LATOUR



A 6794

CELEBRATING  
**125 YEARS**  
of BEAULIEU VINEYARD



# RENOVATING *for a* NEW CENTURY

HONORING 125 YEARS OF LEGACY AND LOOKING FORWARD

**AFTER YEARS OF PLANNING**, in spring 2024, we began redeveloping BV's buildings and grounds as part of our long-term commitment to the history and future of the winery and Napa Valley.

Since Treasury Wine Estates took ownership of the winery in 2016, our goal has always been to bring our Rutherford jewel into the next century in a thoughtful manner befitting a global Napa Valley icon. Throughout this process, we've followed three guiding principles: Protect BV's treasured heritage, keep BV wine enthusiasts at the heart of every decision, and ensure our commitment to sustainability holds true at every step.

Along the way, we've made many surprising discoveries (like the original winery signage pictured above), uncovered a wealth of information about our past (thanks to the work of archivist Lynn Downey), and gained endless inspiration for our future. We look forward to welcoming you to our new heritage-meets-modern space as we embark on the next 125 years.

## INTRODUCING *our* LIMITED-EDITION RENOVATION RELEASES



### 2023 THE RENOVATION RED WINE

A celebration of our rich heritage, exciting future, and unchanging commitment to excellence, this wine is a boldly elegant blend of Cabernet Sauvignon from our historic Beaulieu Vineyard Ranch No. 1 and Petit Verdot from our Hewitt Vineyard. Available June 2026.

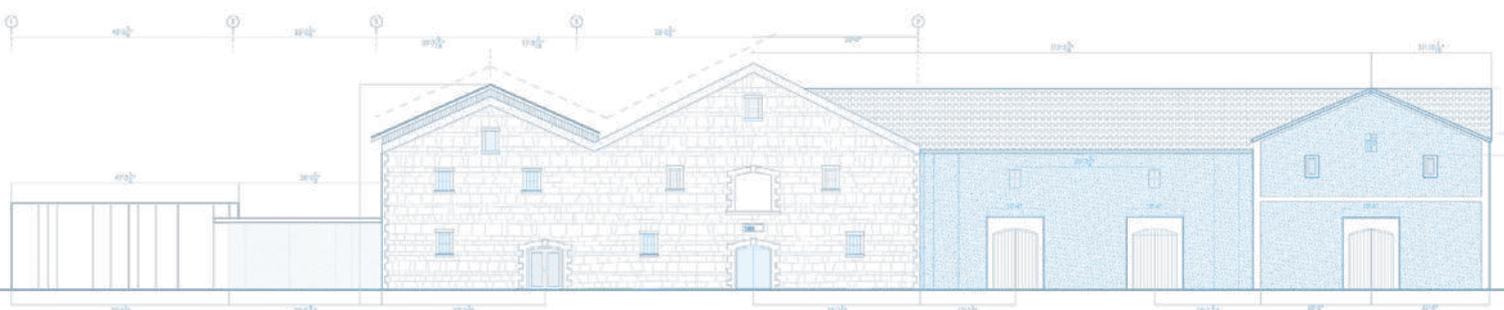


### 2023 "RETRO LABEL" MAESTRO COLLECTION SAUVIGNON BLANC

We took inspiration from our archives to create a special label for this bottle. Inspired by our 1978 vintage, the design perfectly represents the wine inside — a blend of heritage and modern style, the latest evolution of quality BV has always been celebrated for. Available June 2026.



SCAN THE CODE OR [CLICK HERE TO LEARN ABOUT OUR SUSTAINABILITY EFFORTS & SEE ADDITIONAL RENOVATION DETAILS](#)



# DESIGNING *with* LEGACY IN MIND

AN INTERVIEW WITH SIGNUM ARCHITECTURE'S  
JUANCARLOS FERNANDEZ, PARTNER, AND KIRSTEN SHINNAMON BAKER,  
SENIOR ARCHITECT AND PROJECT MANAGER



To reimagine the Beaulieu Vineyard estate for its next century, BV turned to Signum Architecture, a firm dedicated not just to building but to the thoughtful crafting of meaningful spaces. Together, Juancarlos Fernandez and Kirsten Shinnamon Baker envisioned the ambitious renovation now unfolding in the heart of Rutherford.

With a portfolio that bridges modern design and timeless materials, the team approaches each project with a quiet boldness. They strive to elevate heritage, honor place, and invite light to do the storytelling. At BV, they must balance 125 years of viticultural history with the needs of the next generation of luxury wine lovers. Every stone, line, and curve is intentional. Every decision considers beauty, function, and soul. In this conversation, Kirsten and Juancarlos open up about the emotional side of architecture, the ways design can shape experience, and how the new Beaulieu Vineyard will feel like it's always belonged.

## 1. WHEN YOU WERE FIRST APPROACHED ABOUT BV'S RENOVATION, WHAT WAS YOUR INITIAL REACTION? AND YOUR FIRST IDEA?

**JCF:** We were humbled at the opportunity to visualize ideas and concepts over this historical canvas. Our first goal was to reveal the past, with no reservations or restrictions.

## 2. HOW DO YOU APPROACH DESIGNING FOR A PROPERTY THAT HOLDS SUCH DEEP HISTORICAL AND CULTURAL WEIGHT?

**KSB:** We are very earnest about the responsibility to honor and respect these historic buildings while crafting the next phase of the property's life.

It's all about sharing this space and its history with the public. At BV, the significance is not just to a specific wine brand but to a whole generation of Napa Valley winemaking. For us, a successful design is one that celebrates the past and sets the stage for future experiences.

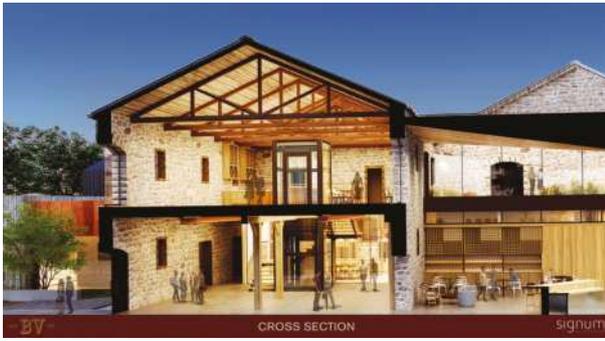
## 3. WHAT WAS THE GUIDING PRINCIPLE OR NORTH STAR THAT LED THE TEAM'S VISION FOR THE NEW BV ESTATE?

**JCF:** Respect. Respect for the people who built these buildings and brought them to life in such a way that they are still standing and welcoming us.

## 4. HOW DO YOU DEFINE "MODERN LUXURY" IN AN ARCHITECTURAL CONTEXT, ESPECIALLY FOR A WINERY LIKE BV?

**KSB:** At Signum Architecture, we believe in the transformative power of architecture to elevate everyday life. There is nothing more luxurious than feeling that your experience with a building has been considered and thought through. At BV, visitors will experience honest, original materials with the added comfort of contemporary construction.





## 5. WHAT ROLE DOES LIGHT PLAY IN YOUR DESIGNS AND HOW DID IT INFLUENCE YOUR WORK AT BV?

**JCF:** Natural light is one of the most important elements in architecture, as it has the ability to transform the way a space looks and feels. Because this building is surrounded by other non-historic buildings, preventing us from using windows to bring in natural light, the main concept while designing the public tasting room was to remove the entire original roof. Once we removed the roof, we had as much natural light as we needed to fill these spaces.

## 6. WERE THERE ANY ORIGINAL ARCHITECTURAL DETAILS OR MATERIALS YOU CHOSE TO PRESERVE? WHY?

**KSB:** We are lucky that many of the core building materials still exist on site today. The original stone walls are an obvious example, but over the years they were altered or concealed by new buildings. The design team endeavored to keep the stone walls clean of exposed structural steel or bracing, so part of the magic for this project is what you don't see. Inside the stone walls, we used a combination of steel pins and vertical core drills to brace the walls but leave them looking original.

## 7. DESIGNING FOR HOSPITALITY IS DIFFERENT THAN DESIGNING A HOME OR MUSEUM. WHAT'S THE BIGGEST CHALLENGE (AND BIGGEST JOY!) IN SHAPING THE GUEST JOURNEY AT BV?

**KSB:** It's always a joy to work on a project that will be open to the public. The guest journey at BV will be layered. Hospitality projects have an obligation to meet the needs of many types of visitors — from the most casual visit, like vacationers stopping in for a glass of wine, to a more intentional visit by a seasoned wine professional. We truly hope that each guest feels a personal connection to the space.

## 8. THE BV EXPERIENCE INCLUDES STORYTELLING, WINE, LANDSCAPE, AND HISTORY. HOW DID YOU WEAVE ALL THOSE LAYERS INTO THE SPACE?

**KSB:** Every material and surface in this project tells a different story. Many of them, like the stone walls, hearken back to the original 1880s construction. Others, like the reclaimed wood ceilings throughout the project, reference the many decades of winemaking at this site. (The redwood ceilings are made from decommissioned wine fermentation tanks.) A visitor won't necessarily get the entire story every time they visit BV, but that's the magic of this property. Each return visit will layer in another piece of history.

## 9. WAS THERE A MOMENT, PERHAPS WHEN WALKING THE SITE, WHEN YOU FELT SOMETHING CLICK — LIKE, "THIS IS IT?"

**KSB:** For me, it was early on in the process while working with the client team on program and operational needs. After reviewing our

latest design iteration, the winemaking and hospitality leads looked at me and exclaimed, "You made it work! You listened!" And for us, that's what it's all about. We've been fortunate to work with a phenomenal team of clients, consultants, and the general contractor. This whole project is rooted in collaboration and teamwork.

## 10. HOW DID SUSTAINABILITY AND LONGEVITY FACTOR INTO YOUR ARCHITECTURAL DECISIONS?

**KSB:** Adaptive reuse is one of the most sustainable kinds of construction, because existing buildings already have a carbon footprint, and you're making the choice to keep them out of the landfill. For this project, over 90% of the demolished concrete was recycled.

During design, we carefully listened to the BV team in order to craft a building that met their operational needs. The most sustainable and enjoyable design solutions are those that employ elegantly simple design principles to create buildings that endure.

## 11. WHAT'S ONE ELEMENT VISITORS MIGHT OVERLOOK, BUT THAT TOOK MONTHS OF PLANNING OR PROBLEM-SOLVING?

**JCF:** The structural retrofit. All the structural elements required to meet current safety regulations and building code standards are concealed, either behind, above, or inside the historical stone walls. This was a full collaboration with our friends at Degenkolb Engineers.

## 12. HOW DO YOU HOPE VISITORS FEEL WHEN THEY ARRIVE AT THE NEW BEAULIEU VINEYARD?

**JCF:** We hope visitors fully experience the vision Georges de Latour had for this property and this winery when he founded Beaulieu Vineyard.

## 13. LAST QUESTION: IN ONE WORD, WHAT DOES THIS PROJECT MEAN TO YOU, PERSONALLY, CREATIVELY, OR SPIRITUALLY?

**JCF:** Reveal.

**KSB:** Collaboration.

