

# BHILL

WINE



**APERTURE CELLARS**

DEVIL PROOF:

*The proof is in the Malbec*

BY: LUIGI IRAUZQUI





“grapes do not make the wine –  
the site makes the wine”

*Jesse Katz*

## ABOUT DEVIL PROOF

The real story begins in 1997 in Havana, Cuba where celebrated photographer *Andy Katz* brought his future first generation winemaker son Jesse to a country famed for celebrating life to its fullest. It is here that they met a Cuban woman sitting outside her home, cigar in hand, whose charisma captivated Andy and he was able to capture her zest for life and tenacity in a photo he would later name “*Devil Proof*”. Today, that story has come full circle. That photo has become the front label of every bottle of Devil Proof and is now a symbol of Jesse’s unlikely story and journey to create one of the world’s greatest Malbecs. Like the old Cuban proverb says: “Live well, drink well, the Devil can’t get you”, a Devil Proof wine is an “elixir of life, born of the fruit from vines that live, and drink well and thus keeps you safe from the Devil”.

But it wasn’t until years later while spending harvests in Argentina with famed wine legend Paul Hobbs that Jesse got to taste the finest Malbecs in the world as he dreamed of what the grape could achieve in California soil under the California sun. Malbec was close to Jesse’s heart and always stayed fresh in his mind. Katz then decided to take a grape varietal that’s not commonly made in California. The proof would have to come from a unique source because “grapes do not make the wine – the site makes the wine.”

The wines produced for Devil Proof are with grapes grown within the ecosystems of both vineyards. The wine in the Devil Proof collection is rich, with limitless depth and layers of flavors that are fragrant and floral.

Devil Proof is a collaborative effort with Jesse’s father - the culmination of Katz’s experience learning about the growing and crafting of world-class Malbec from his time in Argentina.

It took over two decades of harvests for Katz – one of California’s hottest new winemakers - to perfect the craft of winegrowing from the very best wineries in the world such as Viña Cobos and Bodega Noemia in Argentina, Pétrus in Bordeaux, and Screaming Eagle Winery and Robert Foley Winery in Napa. But it was only when Jesse discovered a plot of unique Malbec vines rooted in the rich soils of Farrow Ranch in the Alexander Valley did he become convinced that crafting a world-class Malbec in America was possible.

Even though relatively new, *Devil Proof* has already gathered a cult following – representing two different bottlings of single vineyard dry farmed Malbec. The *Rockpile Ridge Vineyard* is powerful, rich with dark fruit and the *Farrow Ranch Vineyard* is more feminine with floral aromatics, brighter and has more restraint.





**“although it is recognizably Malbec, no other Malbec on the planet is quite as pure, well-defined, multi-layered, and evocative as Devil Proof”**





**“...Devil Proof is a world-class Malbec and rivals the best of the best, and can sit on any great wine table in the world...”**



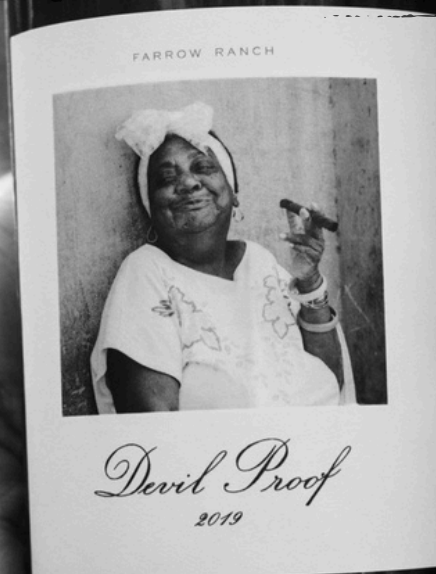




**“LIVE WELL...DRINK WELL,  
THE DEVIL CAN'T GET YA...”**

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# THE *ultimate* DEVIL PROOF MASTER CLASS

BHL Magazine's Editor-In-Chief *Luigi Irauzqui* was invited to an exclusive one-of-a-kind experience hosted by Founder and Head Winemaker, *Jesse Katz*, for an intimate deep dive into *Devil Proof Vineyards* and the captivating varietal, Malbec in the heart of historic Healdsburg wine country at *Aperture Cellars* - an architectural feat of modern design, situated on the edge of the vineyards - on a sunny but crisp Sonoma December afternoon. This included a luxurious champagne and caviar reception and a preview of the 2022 *Devil Proof* release followed by an immersive Masterclass where we discovered the story and the fascinating history of Aperture Cellars and the depths of the Devil Proof portfolio alongside some of the most esteemed Malbecs from around the world.

Anyone who is a fan of Malbec will not want to miss a Masterclass with Head Winemaker Jesse Katz.

Aperture Cellars uniquely combines winemaking and artistic expression, offering an immersive experience where both worlds meet.

Aperture Cellars offers various tasting experiences that highlight the diversity of its portfolio.

Jesse Katz, the visionary behind Aperture Wine Cellars, has, in a remarkably short period of time, made himself into one of the most respected wine professionals in California. He was the first winemaker ever to be included in the Forbes 30 Under 30 list, a Wine Enthusiast 40 Under 40 Tastemaker, and had been named a Wine Spectator "Rising Star."

Jesse launched Aperture Cellars in 2009, with a focus on selecting grapes from top California vineyards and making the wine in custom crush facilities.

