



FROG'S LEAP

MISSION STATEMENT

Frog's Leap will make a difference.

We will produce wines that deeply reflect the thoughtfully chosen soils and climates from which they emanate. We will respect our surroundings, maintain good stewardship of the land, uphold our commitment to the principles of sustainable farming and seek a deeper understanding of the natural living systems around us.

We will be ourselves, constantly professional, balanced with humor and an exuberant passion for life. As a wonderfully diverse family we will come together to share ourselves with honesty and genuine hospitality.

We will hold our position as leaders in the Napa Valley wine community with the utmost regard. Our responsible and generous nature will precede us in all our endeavors.

We will succeed as a business, measuring our success with unique criteria. We will both respect and challenge conventional wisdom, growing our company the way we grow our vines. We will enhance the quality of our lives and the lives of those who work with us, never forsaking our belief that wine is a wonderful part of life, not life itself.

Frog's Leap will leave a legacy.