



T O B I A S
Vineyards
NAPA VALLEY

A Family Legacy in Every Bottle
100% Estate-Grown | Family-Farmed | Sustainably Crafted



Two Wine Families, One Shared Vision

TOBIAS Vineyards is a 100% family-owned and operated winery founded by Dawn Pauli Forman and Toby Forman — a true partnership between two multi-generation California wine families: the Paulis of Mendocino and the Formans of Napa.

Rooted in generations of farming and winemaking excellence, TOBIAS Vineyards was created to craft estate-driven wines that reflect the values of the vineyards they farm across Napa, Sonoma, and Mendocino counties.

With full control from berry to bottle, the winery unites deep agricultural heritage with world-class winemaking to deliver authentic, high-quality wines in every glass.



Tobias “Toby” Forman

As a child, Toby Forman pruned vines, learned about cover crops, and tasted grapes for ripeness alongside his father, Ric Forman. Weekends were spent washing barrels, topping, or racking with his father at Forman Vineyards in the cave.

With this deep knowledge and skillset through experience, Toby pursued a degree in Agronomy. He found truth within the generational knowledge that it all begins in the vineyard. When he returned to Forman Vineyards, he became hands-on in the vineyards, continuing to learn the art of winemaking from his father as he honed his skills.

Dawn Pauli Forman

Dawn Pauli Forman grew up in a small agricultural community in Mendocino. Her father, Bill Pauli, continues a family legacy of farming for nearly a hundred years in both Mendocino and Sonoma counties. It has shaped Dawn's respect for the land and the farmers who cultivate it first.

Continuing her education with a degree in communications, she joined her husband's side, managing operations, sales, and the day-to-day for the TOBIAS estate. With a parallel focus, Dawn and Toby remain focused on prioritizing the vineyard while shaping the next generation.



Deep Roots & Family Heritage

Pauli Family

5th-generation Mendocino farmers, leaders in California agriculture.

Patriarch Bill Pauli: Former President of the California Farm Bureau Federation & top grower in Mendocino and Sonoma.



Forman Family

Toby's father, Ric Forman: Napa Valley icon with 50+ vintages, founder of Forman Vineyards.

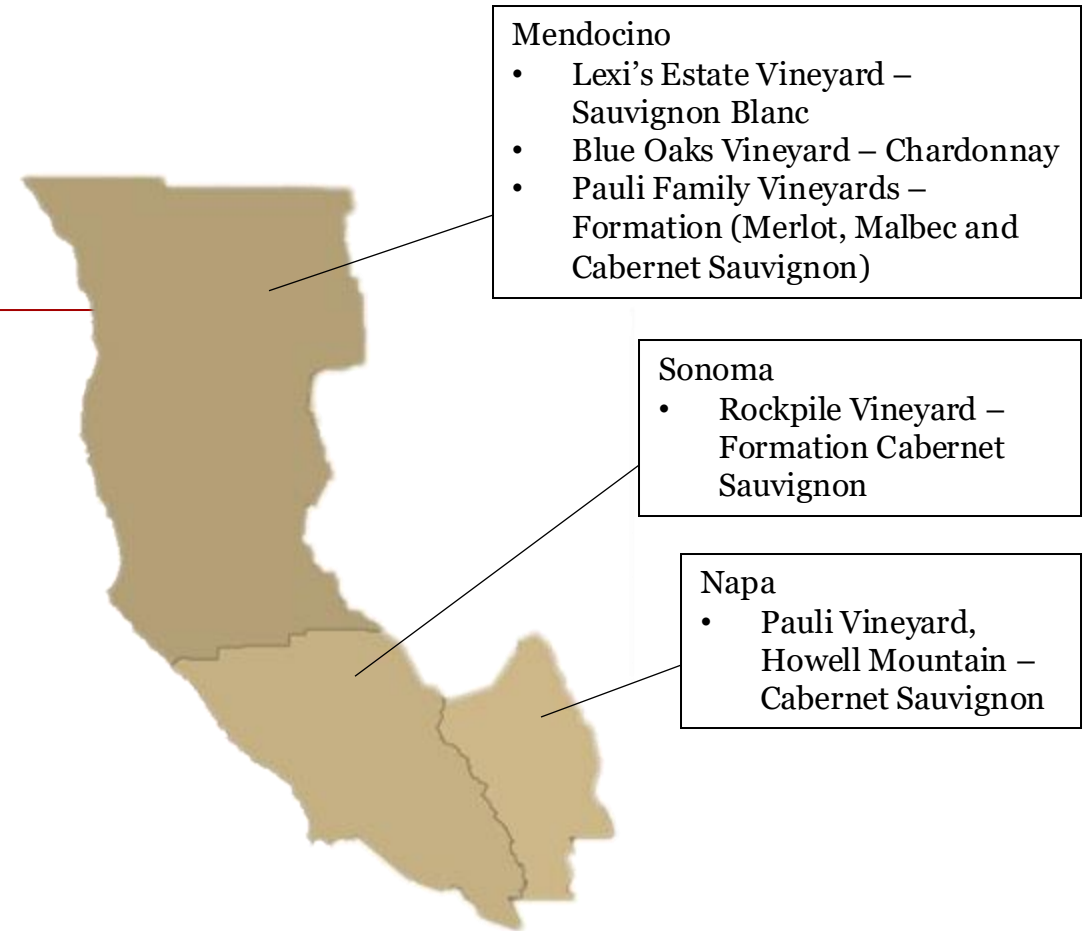
Toby continue to work for Forman Vineyards overseeing the vineyard and as winemaker in 2024.



Three Counties, One Vision

Estate Vineyards in Napa, Sonoma & Mendocino

- 100% estate-grown: complete control over all aspects of farming and winemaking.
- Howell Mountain (Napa): Estate Cabernet Sauvignon
- Mendocino: Sauvignon Blanc & Chardonnay
- Sonoma & Mendocino: Blending Cabernet Sauvignon, Malbec, Merlot grapes for Formation Cabernet
- Sustainable practices — we farm as green as feasibly possible.
- All vineyard work done in-house by our family teams.



Farming

- We farm our vineyards and work directly with each block at each vineyard site — neither scaling nor quality is not the challenge.
- Vineyard practices: drip irrigation, sustainable, 100% family-managed.
- We farm different varietals and different clones of all varietals; this variety speaks to the mosaic of flavors from which we craft our wines.
- We focus on soil and vine health to maintain balance and keep the vineyard healthy including covercrops and owl boxes.
- Toby is a master farmer with a scientific approach learned from Ric.
- Our whites and reds come from vineyards from the lands where we were born and raised, it's a long-term relationship of understanding and respect.



Winemaking

- Hand harvested at night.
- Focus on varietal purity and site specificity to tell a story and identity in each wine.
- Picking at optimal ripeness to preserve natural acidity and peak phenolic development.
- Pick in small picks, focusing on small lot fermentations. Our reds are gently sorted, destemmed, and cold-soaked before fermentation.
- Our whites are gently pressed in a bladder press.
- We put our best efforts into the vineyard and the gentlest of care into our winemaking to create harmony in TOBIAS wines.



Our Wines



- Crafted to overdeliver at every price point.
- Family grapes, expert winemaking, less overhead to achieve a great value.
- All 4 are storytelling wines — names tied to family, place, and personality.
- Built to sell-through on the shelf or wine list.

2022 TOBIAS Sauvignon Blanc, Lexi's Estate

- 100% Sauvignon Blanc, 100% stainless steel, 100% Mendocino.
- Crisp, clean, stone fruit-driven — not NZ-style.
- Named after Lexi — the first grandchild and budding farmer/winemaker.
- She's been dreaming of this wine since 2012 — and she helps make it!





Chardonnay, Blue Oaks Vineyard

- Estate-grown in Potter Valley, Mendocino.
- 35% malolactic, 50% new French oak creates a rich & round, but balanced wine profile.
- “Blue Oaks” refers to the trees surrounding Dawn’s family vineyard.
- Made to satisfy both buttery-Chard lovers and those who want a cleaner style.

“Mendocino is ideal for Chardonnay. It’s cooler climate, gives us a longer hang-time and allows the grapes to develop flavors of pear, apple, floral notes that we just can’t get in Napa with the heat”

– Toby Forman

Formation Cabernet Sauvignon

- A blend of our favorite lots — the “Formation” of who we are as Formans and Paulis.
- 50% Mendocino, 50% Sonoma from the Rockpile Vineyard.
- The high elevation, rocky soils, and cool climate of Rockpile add vibrancy.
- Includes Cabernet Sauvignon, Petite Verdot, Cab Franc, and Malbec.
- Rockpile fruit = deep color, richness, spice.
- SRP \$60 — a high value quality to price ration.
- Elegant, layered, and crafted to dance on the palate.
- Our second-tier Cabernet Sauvignon, but a first-rate experience.



TOBIAS Cabernet Sauvignon Pauli Vineyard, Howell Mountain, Napa Valley

- 100% Howell Mountain, single-vineyard designate.
- 16-acre vineyard; only 200–400 cases per year.
- 2017 was the first vintage.
- Label features a vintage-inspired design — a nod to heritage.
- Crafted Toby Forman — best-reviewed wine yet.
- Balanced, age-worthy, yet plush and approachable.
- Cult wine aspirations — highly allocated, only for top partners.
- Picked by hand, crushed by family — no detail is too small.
- Vineyard worked and managed by Toby Forman.
- Annual Release each March.
- Targeting for placements in the top restaurants across the US.



Label Design & Packaging

The Story on Paper

The Howell Mountain label from TOBIAS Vineyards proudly features a portrait of Toby Forman on the front—a tribute to our family legacy.

Inspired by classic wine labels of the past, this design incorporates timeless colors and elegant embossing to reflect the depth of our heritage in grape growing and winemaking.

It's a respectful nod to tradition, capturing the character and history behind every bottle.

The “lifestyle” wines have a clean, crisp, image with Stelvin enclosures for ease as these wines are meant for consumption.



Our Commitment to You

- Overdelivering at every tier.
- Committed to supporting and cultivating long-term partnerships with top restaurants, wine shops, and & more.
- We will build our brand and the “lifestyle” wine production with you.



As our partners...

We're here to grow with you.

We want to work with you to take our legacy winemaking and fresh, modern story and sustainably scale simultaneously maintaining a “limited production” to garner exclusivity and demand.

We are committed to remaining and prioritizing our mission and values as family-owned, fully estate, sustainably farmed to overdeliver on every price point.



Thank you

For wholesale questions or inquiries please contact:

Dawn Pauli Forman

dawn@tobiasvineyards.com

Cell: (707) 486 – 3121

Office: (707) 965 – 2664

For trade materials, please visit our website:

www.tobiasvineyards.com/trade

If you would like any additional assets, please email:

Marissa Aquilla

marissa@tobiasvineyards.com

Cell: (443) 480-9340



