



Mount Veeder Magic Vineyards

Grapes with Altitude

The Story of Mount Veeder Magic Vineyards

In 2007, Karen and Greg Crouse founded Mount Veeder Magic Vineyards in the Napa Valley as a response to the need for a more intimate, personal winemaking experience for the luxury wine buyer.

A culmination of their lives and careers in the Napa Valley, Mount Veeder Magic Vineyards represents years of forging long-lasting relationships with residents and business owners of Wine Country communities. This, along with their thorough understanding of grape farming and quality control as well as their genuine love of wine and winemaking, offers a once-in-a-lifetime luxury experience – a private barrel of wine that has the stamp of the client’s taste and sensibility in mind.

The 16-acre vineyard yields less than one ton per acre of the finest quality cabernet sauvignon grapes, hand selected from the world-renowned Mount Veeder Appellation. Karen works with the client to determine the toasting of the barrel, the qualities of the wine, and finally, the style of label and bottle. This hands-on process provides each client with a unique wine purchasing experience, and one to call their own.

Prior to founding Mount Veeder Magic Vineyards, the Crouses were already well-respected members of the Napa Valley community, with Karen spending 16 years at American Express, working directly with wineries, restaurants, hotels, retailers, and other business owners in Napa Valley, Sonoma and Mendocino Counties. Greg had admired the 80-acre Mount Veeder property for several years before it became available for sale. At first hesitant about such a life-changing purchase, their understanding of the Napa Valley and its wines further informed the decision to purchase their own vineyard and offer distinctive wine production services.

Today, both Karen and Greg have earned reputations as reliable and well-informed professionals in the winemaking industry, and are dedicated to continually expanding their already vast knowledge of wine and culinary arts. Karen consults with each client on the journey from grape to bottle – including educating them on farming practices, developing flavor notes that the client prefers, properly toasting the barrel to the client’s liking, and scheduling periodic tastings as the barrel ages. Both Karen and Greg also participate in the agricultural work at the vineyard, from tasting grapes to checking sugar levels to assisting with harvests.

Their work in Wine Country has led to collaborations with well-known vintners and chefs, including Jon Powell, President and CEO of Powell Family Estate Wines and Vineyards; Evan Goldstein, President & Chief Education Officer of Full Circle Wine Solutions, Inc. and Master Sommelier; and notable Napa Valley chef Bob Hurley.

In addition to their work at Mount Veeder Magic Vineyards, Karen, a native of New Orleans, takes over Hurley’s Restaurant in Yountville during Mardi Gras each year, and cooks New Orleans-style cuisine based on her family recipes. The Crouses are also members of the California Association of Wine Grape Growers, Napa Valley Grape Growers, and the Mount Veeder Appellation Council, for which Karen is the Marketing Chair.