



*club*  
CUVAISON  
NEWS  
JANUARY  
2011



Dear Loyal Club Members,

Generally I don't spend too much time reflecting on the past due to having so much to think about looking forward. Then I thought, if I ignored the past how would I recognize the continued support and positive comments we get from you, our loyal club members.

You've become a family to us and hopefully you've gotten to know us better as well. From Mary our Director of Retail Operations to Ernie our Club Manager, Jamie, Stephanie and Austin, our Club Associates, they work hard to give you the service you deserve.

We know there are many options where you spend your dollars on wine so it's our objective to separate ourselves from the competition not just with selection and quality but customer service as well. 2010 was particularly rewarding when looking at your support of our wine programs, club events and the positive comments we've received from you. We appreciate those comments, which reinforce what we know and your suggestions make us a better club.

We saw record numbers from our events and visits to our two tasting rooms from club members. You are our best advocates by recommending our club to your friends and singing your praise to non club members while visiting our tasting rooms and we appreciate it all.

So now looking forward to 2011 we are confident that our club and tasting room service, wines and events will be better than ever and hope you all have a chance to visit us here in Napa Valley.

Happy New Year!

Jay Schuppert, President

## Upcoming Club Events

### Tasting In The Cave

A casual and fun afternoon gathering in our Calistoga wine cave hosted by our Winemaker Steven Rogstad.  
Fee \$75 per attendee. February 13, 2011, 1pm to 3pm

### Siete De Mayo Celebration

Stop by our Carneros Vineyard Guest House to sample our club exclusive and current release wines along with a taste of food with a "south of the border" flavor. Fee \$25 per attendee.  
May 7, 2011, 11pm to 3pm

### Annual Carneros BBQ

Join us in our Carneros Tasting Room for a casual twilight BBQ served with great wines, and shared with friends.  
Complimentary for Members. \$25 per Guest of Members.  
July 14, 2011, 5:30pm to 7:30pm

### Holiday Celebration in the Cave

An informative and fun "open house" in our Calistoga wine cave celebrating the season with wine and food pairings.  
Fee approx. \$45 per attendee. November 13, 2011, 1pm to 3pm

Save these dates and **CALL US TODAY** at **1-800-253-WINE**  
to reserve space at our upcoming events!

# Restock Your Cellar Sale!

Cellar looking empty after the holidays?  
Cuvaision wants to help you Restock Your Cellar!

Mix & Match from these wines and  
receive 25% off 1 case, or 30% off 2 or more cases.

	retail bottle	retail case	1 case	2+ cases
2009 Carneros Chardonnay	22	264.00	198.00	184.80
2008 Carneros Pinot Noir	32	384.00	288.00	268.80
2006 Carneros Merlot	29	348.00	261.00	243.60
2008 Carneros Syrah	32	384.00	288.00	268.80
2007 Cabernet Sauvignon Mount Veeder	45	540.00	405.00	378.00
2008 Espiritu Dessert Wine	38	456.00	342.00	319.20

*\* Exclusive Club Offer!*

SHOP NOW!

[www.cuvaision.com](http://www.cuvaision.com) | [club@cuvaision.com](mailto:club@cuvaision.com)

1-800-253-WINE

OFFER GOOD THRU 2.28.2011

<b>Current Sampler</b>	Retail	Club Bottle	Club Case
<b>Reorder Today at 25% Off!</b>	Bottle	25% Off	25% Off
2009 S Block Chardonnay	38	28.50	342.00
2008 Carneros Syrah	32	24.00	288.00

<b>Club &amp; Winery Exclusives</b>	Retail	Club Bottle	Club Case
	Bottle	20% Off	20% Off
2008 Espiritu Dessert Wine	38	30.40	364.80
2007 Two Estates	54	43.20	518.40

### **Single Block Collection**

2008 Block F5 Pinot Noir	45	36.00	432.00
--------------------------	----	-------	--------

### **Signature Collection**

2009 Carneros Chardonnay	22	17.60	211.20
2008 Carneros Pinot Noir	32	25.60	307.20
2006 Carneros Merlot	29	23.20	278.40
2007 Cabernet Sauvignon Mt Veeder	45	36.00	432.00

### **BRANDLIN**

2007 Brandlin Cabernet Sauvignon	85	85.00	1020.00
----------------------------------	----	-------	---------



2008 Carneros Syrah  
Winery Exclusive, Limited Production

2008 was an exceptional year for this variety. Not only were the yields very low (which tends to improve the concentration and quality), but it was a nice long, cool growing season which really helped to temper the vigor of the vine. What works like magic in Carneros with Syrah, is that the shallow clay soils de-vigor the vine, producing a rich juice with all the hallmarks of great Syrah.

This Syrah is rife with black cherry, cassis, boysenberry jam flavors as well as wonderful spice and sandalwood character with lots of white pepper. I think the '08 Syrah will drink beautifully during the cool winter months when you have nice hearty fare on the table; think game and cassoulet, things like that. So buy a bottle ,or more and enjoy!

Visit [www.cuvaison.com/club](http://www.cuvaison.com/club) to watch a video on what Winemaker Steven Rogstad has to say about the January sampler wines!



2009 S Block Chardonnay  
Single Block Collection, Limited Production

Among the three dozen or so blocks of Chardonnay that are planted, the S Block was planted to the old Wente selection. Year in and year out, this block tends to produce a wine that is deeply expressive of our Carneros Estate Vineyard. I really like to bottle this wine on its own to showcase all of the stone fruit characteristics including nectarine, white peach and apricot flavors, coupled with an extra layer of floral notes.

The honeysuckle and acacia blossom tend to really predominate in this wine. The 2009 also has an additional layer of hazelnut, toasted almonds and toasty oak as well. This wine spends about 16 months in barrel, is aged on its lees, and goes entirely through malolactic fermentation. We stir the lees throughout the year to really soften the wine, and it actually fines and stabilizes itself naturally in the cellar so I can bottle it without fining or filtration and deliver to you the pure expression of the S Block site.

## Samplers In Review

JANUARY SAMPLER	Retail Bottle	Carneros Club 20% Off	Estate Club 25% Off
2008 Carneros Syrah <i>Winery Exclusive, Limited Production</i>	32	25.60	24.00
2009 S Block Chardonnay <i>Single Block Collection, Limited Production</i>	38	30.40	28.50

***[Re-order January sampler wines at 25% Off thru 2/28/2011]***

NEXT SAMPLER   MARCH	Retail Bottle	Carneros Club 20% Off	Estate Club 25% Off
2009 ATS Chardonnay <i>Club Exclusive, Limited Production</i>	54	43.20	40.50
2009 Zinfandel Bald Mountain <i>Club Exclusive, Limited Production</i>	35	28.00	26.25

Sampler charges are processed on the first week of January, March, May, September and November. After one year, Carneros Club members upgrade to Estate Club member status and receive 25% off sampler shipments. Shipping charges & applicable taxes will vary depending upon location. For details please call 1-800-253-WINE or email [club@cuvaision.com](mailto:club@cuvaision.com).