

Club
CUVAISON



ESTABLISHED 1969

dear club members

Early last year we decided we could use some extra help with our marketing. We weren't particularly looking for someone with extensive wine knowledge, but rather for someone with both classic marketing knowledge and social networking savvy to harness the new tools of the digital era to improve our customers' experience.

As this is Napa Valley and not Silicon Valley, the odds of finding someone like that seemed remote, but last summer a chance meeting led us to someone with an MBA in Marketing and Web 2.0 knowledge, who had just moved to the Valley. After Mary and I met with her, we knew she was just the person we had envisioned.

So I'm happy to announce the addition of Kristen Walnofer to the Cuvaison team. Kristen recently received her MBA in Marketing from University of Arkansas Walton College and lives here with her husband, who's in the two-year culinary program at The Culinary Institute of America at Greystone. Kristen has been very busy since September working on our club newsletter, upgrading our website and readying a brand-new Cuvaison blog to launch soon.

And while these new advancements in our communication will keep you better informed about Cuvaison Estate Wines, we hope you'll find that they also allow you to communicate more easily with us. Please be sure to let us know—whether online, on the phone or in person—because we value what you, our members, have to say most.

Best regards,

A handwritten signature in black ink that reads "Jay Schuppert". The signature is written in a cursive style with a long horizontal line extending to the right from the end of the name.

Jay Schuppert

President

2007 ATS Chardonnay

Our Cuvaison Chardonnay is defined by the collective terroir of our estate, the S Block Chardonnay is a singular expression of one clone/one site within that estate, but what delineates the ATS Chardonnay? This Club-member-only bottling is homage to the artistry of blending for art's sake, and allows us to hand select barrels to produce a rich and complex wine, replete with showy aromatics and fleshy concentration. Our Old Wente selection, crisp and powerful, provides a solid foundation to build upon. The flourishes come from a new clone of Dijon, the quite floral number 548; a splash of the Rued selection to dial up the intense perfumed notes; and finally, a dollop of the Robert Young clone for added richness and husky melon and quince notes. Our 2007 displays wonderful aromas of peach, nectarine, honeydew and acacia that give way to kiwi and citrus on the palate, with a hint of apple and crème brûlée. This is our most effusive bottling of Chardonnay, fully engaging your senses of smell, touch and taste.



2007 Bald Mountain Vineyard Zinfandel

The Bald Mountain Vineyard vines offered little fruit for picking, but what they did give us was stellar. This is classic, 100%, old-vine Zin. Rife with crushed berry, black cherry, raspberry and notes of saffrafras and licorice, it warms both heart and palate. The wine shows off a bright core of red fruit matched with the jammy concentration we come to expect from this well-drained hillside vineyard.

Limited production.



samplers in review

Receive a 25% discount on any re-order of the ATS Chardonnay or the Zinfandel Bald Mountain until April 30th!

March Sampler

	Retail Bottle	Carneros Club 20% off	Estate Club 25% off
2007 ATS Chardonnay New Release & Club Exclusive	54	43.20	40.50
2007 Zinfandel Bald Mountain New Release & Winery Exclusive	35	28.00	26.25

Next Sampler | May

	Retail Bottle	Carneros Club 20% off	Estate Club 25% off
2008 Vin Gris of Pinot Noir New Release & Club Exclusive	17	13.60	12.75
2005 Merlot Carneros Current Release	29	23.20	21.75
2007 Diablo Syrah New Release & Club Exclusive	32	25.60	24.00

After one year, Carneros Club members upgrade to Estate Club member status to receive 25% off sampler shipments. Shipping charges & applicable sales tax will vary depending upon location. For details please call **1.800.253.WINE** or email club@cuvaizon.com.

celebrate with us

Dos de Mayo Celebration May 2nd, 2009

Join us at our Estate Vineyard House in Carneros
for our Dos de Mayo Celebration!
Sample our club exclusive and current release
wines along with a taste of food
with a "south of the border" flavor.

Fee approximately \$20 per member



Call now to reserve your space!

1-800-253-WINE

exclusive offer

Limited-Edition Reds at 30% Off - Get Them Before They're History!

With fewer than 100 cases of the bright and stylish 2006 Diablo Syrah and a mere 40 cases of the über-concentrated 2006 Brandlin Vineyard Zinfandel left in our library, we knew these limited-edition wines would soon be nothing but a delicious memory. So we're offering a "last chance" raid of our library to supplement your cellar with these beautiful, age worthy wines, at a very special price.

Mix and match two bottles for 25% off, or three or more for 30% off. Offer good until April 30th or until wines sell out. To order, call 1-800-253-WINE or email club@cuvaison.com.



	Retail	25% Off	30% Off
2006 Diablo Syrah	32	24.00	22.40
2006 Brandlin Vineyard Zinfandel	35	26.25	24.50

to order wine

March Sampler Wines	Retail	Club	Club Case
	25% re-order discount until April 30th		
2007 ATS Chardonnay	54	40.50	486.00
2006 Zinfandel Bald Mountain	35	26.25	315.00

Current Releases	Retail	Club	Club Case
	<i>20% club discount</i>		
2007 Chardonnay Carneros	22	17.60	211.20
2007 Pinot Noir Carneros	32	25.60	307.20
2005 Merlot Carneros	29	23.20	278.40
2006 Syrah Carneros	30	24.00	288.00
2006 Cabernet Sauvignon Mt. Veeder	45	36.00	432.00

Single Block/Exclusive Selections

2007 S Block Chardonnay	38	30.40	364.80
2006 Block F5 Pinot Noir	50	40.00	480.00
2007 Robert Nicol Vineyard Pinot Noir	32	25.60	307.20
2005 Two Estates Napa Valley	54	43.20	518.40
2006 Espiritu Dessert Wine	38	30.40	364.80

BRANDLIN Vineyard

2005 BRANDLIN Cabernet Sauvignon	85	85.00	1020
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Three Ways
to Order ...



1-800-253-WINE



www.cuvaison.com



club@cuvaison.com

save the date

Upcoming Club Cuvaison Events

Save these dates & call us now to reserve your space! 1-800-253-WINE

Valentine's Day Lobster Feed

A special thanks to our Special Events Manager Joelle Kurrus, who put on a fantastic party!

February 14, 2009

Dos de Mayo Celebration

Stop by our Estate Vineyard House to sample our club exclusive and current release wines along with a taste of food with a "south of the border" flavor.

Fee approximately \$20 per member

May 2, 2009

17th Annual Harvest Party

Join us in our estate vineyard for an afternoon filled with great food, great wines, and great times.

Fee approximately \$145 per member

September 26, 2009

Holiday Celebration in the Cave

An informative and fun "open house" in our wine cave to include food and wine pairing.

Fee approximately \$45 per member

November 8, 2009

eco-friendly paper



please recycle