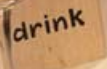
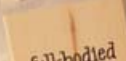


club
CUVAISON

NEWS
MAY 2011



Samplers In Review

MAY SAMPLER	Retail Bottle	Carneros Club 20% Off	Estate Club 25% Off
2010 Vin Gris of Pinot Noir <i>Club Exclusive, Limited Production</i>	17	13.60	12.75
2007 Cabernet Sauvignon Mt Veeder <i>Signature Collection, Limited Production</i>	45	36.00	33.75
2009 Mariafeld Pinot Noir <i>Club Exclusive, Limited Production</i>	32	25.60	24.00

[Re-order May sampler wines at 25% Off thru August 31, 2011]

NEXT SAMPLER SEPTEMBER	Retail Bottle	Carneros Club 20% Off	Estate Club 25% Off
2010 Sauvignon Blanc <i>Signature Collection, Limited Production</i>	20	16.00	15.00
2009 BRANDLIN Cabernet Sauvignon	90	72.00	67.50

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.



2010 Vin Gris of Pinot Noir
Club Exclusive, Limited Production

Born from the time-honored practice of making “true” Rosé wines by a method known as saignée (*pronounced sen-yay!*), or bleeding-off, we offer our 2010 Vin Gris of Pinot Noir.

The saignée occurs in the cellar the day the Pinot is de-stemmed and moved to tank. We quickly bleed off about 10% of the freshly released juice while it’s still light in color and has little tannin to be fermented separately as a Rosé.

The result is a win-win. First the saignée reduces the liquid in the Pinot tank thereby concentrating the Pinot Noir we are making, and the juice we collect results in the beautiful fresh young Rosé that is the first taste of the new vintage. Lively notes of raspberry, strawberry and cherry dominate with bright pomegranate and rose petal tones on the finish. I suggest enjoying it poolside, but that’s just me.



2007 Cabernet Sauvignon Mount Veeder
Signature Collection, Limited Production

A comprehensive blend of all five major Bordeaux varieties, our 2007 Cabernet showcases the art of blending and the power of mountain grown fruit. The Malbec and Cabernet Franc dominate the nose with violets, rose petals, lavender and a touch of boxwood.

From the Cabernet and Merlot we pick up rich, jammy fruit, boysenberry and blackberry, with black licorice and mocha. The Petit Verdot provides a nice backbeat of inky blueberry fruit, and chewy dense tannins.

The blend is 81% Cabernet Sauvignon, 9% Malbec, 5% Cabernet Franc, 3% Petit Verdot and 2% Merlot.

Winemaker Notes by Steven Rogstad | May 2011



2009 Mariafeld Pinot Noir
Club Exclusive, Limited Production

A single block wine named for the clone of Pinot noir grown there. Mariafeld is a unique selection of Pinot prized for its rich color, floral perfume and ample tannins.

Given it's unusual heritage - developed in Germany and Switzerland for alpine growing conditions - it is not widely planted in California and indeed, we farm just a few acres as part of our vineyard mix.

Our 2009 vintage is rife with black plum, cherry and fresh fig backed by a medley of violets, lilac and ginger spice. Given the coolness of the vintage the wine is quite floral, with a long, pleasing finish.

Visit www.cuvaison.com/club to watch a video on what Winemaker Steven Rogstad has to say about the May sampler wines!



It's a Cuvaison Block Party!

Two favorite single block selections
just in time for your summer parties!

25% Off A Mixed Case

	Retail Bottle	Promo Bottle	Retail Case	Promo Case
2009 S Block Chardonnay	38	28.50	456	342
2009 Block F5 Pinot Noir	45	33.75	540	405

Order Today!

1-800-253-WINE (9463) | www.cuvaison.com

Offer Good Thru May 31, 2011

Club Cuvaison Events!

Annual Carneros BBQ

July 14, 2011, 5:30 pm to 7:30 pm

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.

Holiday Celebration in the Cave

November 13, 2011, 1 pm - 3 pm

An informative and fun "open house" in our Calistoga wine cave celebrating the season with wine and food pairings. Fee approx. \$45 per attendee.

Save these dates and
CALL US TODAY at 1-800-253-WINE (9463)
to reserve space at our upcoming events!

For spontaneous news and information
"Like Us" On Facebook and "Follow Us" On Twitter



Current Sampler	Retail	Club Bottle	Club Case
Reorder Today at 25% Off!	Bottle	25% Off	25% Off

2010	Vin Gris of Pinot Noir	17	12.75	153.00
2009	Mariafeld Pinot Noir	32	24.00	288.00
2007	Cabernet Sauvignon Mt Veeder	45	33.75	405.00

Signature Collection	Retail	Club Bottle	Club Case
	Bottle	20% Off	20% Off

2009	Carneros Chardonnay	22	17.60	211.20
2009	Carneros Pinot Noir	35	28.00	336.00
2006	Carneros Merlot	29	23.20	278.40
2009	Carneros Syrah	35	28.00	336.00

Single Block Collection

2009	Block F5 Pinot Noir	45	36.00	432.00
2009	S Block Chardonnay	38	30.40	364.80

Club & Winery Exclusives

2010	Sauvignon Blanc	20	16.00	192.00
2009	ATS Chardonnay	54	43.20	518.40
2007	Two Estates	54	43.20	518.40
2009	Zinfandel Bald Mountain	35	28.00	336.00
2008	Espiritu Dessert Wine	38	30.40	364.80

BRANDLIN

2008	Brandlin Cabernet Sauvignon	90	90.00	1080.00
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