

# Dry Creek

VINEYARD

FAMILY WINEMAKING  
SINCE 1972



[drycreekvineyard.com](http://drycreekvineyard.com)



Wine Club Newsletter – May 2012



## GREETINGS

*This year marks our 40th anniversary as a family owned winery. We are so proud of our legacy and historic firsts as a pioneering winery – as well as the complete “reinvention” that has taken place in our vineyards, winemaking and business practices under the leadership of the second generation. No stone has gone unturned as we’ve strived to raise the qualitative bar for another generation of family ownership. (To say we have high standards is an understatement!)*

*Now that the pick and shovel work is done, Don is taking a well deserved “sabbatical” to pursue some outside interests as well as a long list of honey do’s at home. Kim has assumed his role as President, and along with Winemaker Tim and a team of fantastic employees, is committed to our long tradition of producing exciting and distinctive wines.*

*Thank you for your continued appreciation of our wines. We look forward to seeing and hearing from you!*

Cheers,

*The Family of Dry Creek Vineyard*



## MEET OUR NEW WINEMAKER – TIM BELL

Changing winemakers is never easy. After all, our business is predicated first and foremost on producing outstanding wines that satisfy our customers each and every vintage. So when Bill Knuttel, our winemaker since 2003, decided to pursue his consulting business, the search was on. And what an exhaustive search it was! In fact, a good chunk of 2011 was spent looking for the next great Dry Creek Vineyard winemaker. We spent hundreds of hours in interviews, tastings, discussions, more interviews, fact checking, pondering... you get the idea. We did our homework. And finally, Tim Bell rose to the top of the list.



Tim joined us just before harvest last year and officially took the reins from Bill in January 2012. Tim has more than 20 years of winemaking experience at such esteemed California wineries as Kunde Family Estate and Freemark Abbey in Napa Valley. Experience, however, was just one of many factors as to why Tim was chosen for the job. We could wax poetic for quite awhile about what a great guy Tim is and how fond we are of him – but we thought it would be much better to hear from him in his own words. Earlier this year, after the official baton was passed, we sat down with Tim for some one-on-one time to find out what makes him tick.

**Q.** So Tim, why winemaking? Where does the passion come from?

**A.** Well, this might sound just a tad cheesy, but the honest truth is that I’m a romantic at heart. I find beauty in a lot of things. I love music. I have a passion for the outdoors. I feel deep connections to things of simplicity. I think that really speaks to how I feel about wine. There’s so much beauty and romance surrounding wine. It’s the vineyards, the wide open country, the beauty of the surrounding hills and valleys. I’m passionate about taking grapes from these places and being respectful to them and creating a wine that has meaning and care put into it.

**Q.** Wow, Tim. That’s pretty great. We love passionate people. Can you tell us more about your early years – where did you grow up? How did you get your start in the wine business?

**A.** I was born in Iowa, the youngest son in a family of farmers and laborers. I think a good bit of my creative side came from my upbringing. My parents worked hard all day and found some joy in music at night and in church. Music is a huge part of our family gatherings today - lots of singing and people playing different instruments. My family is very down to earth – salt of the earth kind of people.

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## THE AGE OLD QUESTION Your Wine Cellar and Aging

Once a week, maybe more, the team here at Dry Creek Vineyard is asked a very familiar question by our customers. Generally, it's a two part question – first, how long should I age this wine? And then the follow up is usually something like, I have a bottle of 'XYZ' from Dry Creek Vineyard in my cellar – should I drink it or hold onto it?

Let's tackle the first part of the question about how long to age a wine. The factors that allow a wine to age are quite complex, but here are a couple of rules of thumb:

- ◆ The wine must have a fairly high level of tannin to age.
- ◆ The wine must have good balance and acidity to keep it fresh and vibrant.
- ◆ While acidity and tannin are all well and good, the quality of the fruit is what really gives a wine its flavor profile. As a wine ages, earthy and nutty components come forward, diminishing the impact of the fruit and providing a softer mouthfeel.
- ◆ The fuller a wine is in all three of these components, the longer it will age.

So, for example, the 2011 Petite Zin Rosé in this month's VSC shipment is a wine that is not necessarily crafted for extended aging. This is a wine that is meant to be consumed while it is fresh and young. Conversely, the 2009 Pinot Noir can lay down in your cellar for five and perhaps as long as seven years. With aging, this Pinot will develop wonderful complexity, a soft and round mouthfeel, and more subtle characters and flavors.

Finally, and maybe most importantly, you need the proper temperature for wine storage. Keep your wines at a level 55°F and they will age slowly and perfectly.

In terms of your own cellar full of Dry Creek Vineyard wines, the best answer to the question – should I drink it or hold onto it is – you have to pull a cork and taste it! This is one reason we recommend purchasing a case of our finest as it gives you the opportunity to taste a bottle every so often to check in with how the wine is progressing.

## OUR LATEST ACCOLADES ...

2009 SAUVIGNON BLANC

90 POINTS

"EDITORS' CHOICE!"

WINE ENTHUSIAST  
MAGAZINE

2009 SPENCER'S HILL  
ZINFANDEL

90 POINTS

Wine Spectator

2009 ESTATE  
SAUVIGNON BLANC DCV3

92 POINTS

WINE ENTHUSIAST  
MAGAZINE

2012 EVENTS ◆ 2012 EVENTS ◆ 2012 EVENTS ◆ 2012 EVENTS ◆ 2012 EVENTS ◆ 2012 EVENTS

## WILD BOAR AND ZIN DINNER!

Friday, June 22, 2012 - 6 pm ◆ \$95 per person

Join us for a club member dinner sure to be memorable in every way! We have invited one of Sonoma County's top local chefs (shhh, it's a secret) to carry out a vineyard and winery tradition



– the roasting of a whole pig. This experience is truly like none other and connects you with the food, land and people of wine country. It's also a great way to kick off a fabulous weekend of Zinfandel and live music as we welcome back the Sun Kings on Saturday, June 23 for Summer of Zin.

To RSVP for Wild Boar and Zin, please contact Salina Littleton at [vsc@drycreekvineyard.com](mailto:vsc@drycreekvineyard.com) or by calling 800-864-9463 ext 123. Seating will be very limited as we want to ensure an intimate experience for all of our club members.

## SUMMER OF ZIN – FEATURING THE SUN KINGS!

Saturday, June 23, 2012 ◆ 1 p.m. to 4 p.m.

\$15 club members • \$20 non-club

The Sun Kings are back! This is the Bay Area's premier Beatles cover band and they are simply amazing! Last year, we had a sold out picnic area to witness an awesome concert with delicious



DCV wines and a terrific selection of gourmet food trucks. Make your plans now to see the second side of Abbey Road by this incredible band.

Advanced ticket purchase is strongly encouraged. For tickets please contact Salina Littleton at [vsc@drycreekvineyard.com](mailto:vsc@drycreekvineyard.com) or by calling 800-864-9463 ext 123.



## 40<sup>TH</sup> ANNIVERSARY SAILING ADVENTURE ON SF BAY – August 11, 2012

This new club member only event is designed to commemorate our 40th Anniversary as well as the 25th Anniversary of this wine club. Please be on the look out for more details on this memorable adventure!

## ◆ WINE LIST ◆

SIGNATURE WINES	Retail Bottle	CLUB MEMBER PRICING	
		20% Savings Bottle	25% Savings Case
2011 Dry Chenin Blanc - <i>Clarksburg</i>	\$12.00	\$9.60	\$108.00
2011 Fumé Blanc - <i>Sonoma County</i>	\$14.00	\$11.20	\$126.00
2010 Sauvignon Blanc - <i>Dry Creek Valley</i>	\$16.00	\$12.80	\$144.00
2009 Foggy Oaks Chardonnay - <i>Russian River Valley</i>	\$20.00	\$16.00	\$180.00
2009 Heritage Zinfandel - <i>Sonoma County</i>	\$19.00	\$15.20	\$171.00
2007 Merlot - <i>Dry Creek Valley</i>	\$19.00	\$15.20	\$171.00
2008 Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2008 Old Vine Zinfandel - <i>Dry Creek Valley</i>	\$28.00	\$22.40	\$252.00
2009 Meritage - <i>Sonoma County</i>	\$30.00	\$24.00	\$270.00
2008 The Mariner - <i>Dry Creek Valley</i>	\$40.00	\$32.00	\$360.00
<b>LIMITED RELEASE WINES</b>			
<del>2009 Estate Sauvignon Blanc DCV3 - <i>Dry Creek Valley</i></del> <b>SOLD OUT!</b>	<del>\$25.00</del>	<del>\$20.00</del>	<del>\$225.00</del>
2010 Taylor's Vineyard Musqué (Sauvignon Blanc) - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
<del>2009 DCV10 Chardonnay - <i>Russian River Valley</i></del> <b>SOLD OUT!</b>	<del>\$30.00</del>	<del>\$24.00</del>	<del>\$270.00</del>
2011 Petite Zin Rosé - <i>Dry Creek Valley</i>	\$18.00	\$14.40	\$162.00
<del>2008 Beeson Ranch Zinfandel - <i>Dry Creek Valley</i></del> <b>SOLD OUT!</b>	<del>\$34.00</del>	<del>\$27.20</del>	<del>\$306.00</del>
2009 Somers Ranch Zinfandel - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
<del>2008 Spencer's Hill Zinfandel - <i>Dry Creek Valley</i></del> <b>SOLD OUT!</b>	<del>\$34.00</del>	<del>\$27.20</del>	<del>\$306.00</del>
2009 DCV10 Pinot Noir - <i>Russian River Valley</i>	\$34.00	\$27.20	\$306.00
2009 Malbec - <i>Sonoma County</i>	\$30.00	\$24.00	\$270.00
2009 Estate Petite Sirah - <i>Dry Creek Valley</i>	\$34.00	\$27.20	\$306.00
2007 Endeavour Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$60.00	\$48.00	\$540.00
<b>DESSERT WINES – 375 ML</b>			
2007 Soleil - <i>Dry Creek Valley</i>	\$35.00	\$28.00	\$315.00
<del>2006 Late Harvest Zinfandel - <i>Sonoma County</i></del> <b>SOLD OUT!</b>	<del>\$30.00</del>	<del>\$24.00</del>	<del>\$270.00</del>

# 30% SAVINGS!

Order two or more cases and receive **30% SAVINGS**. Please note: discounts can be applied to "mixed cases".

Call Salina Littleton at 800-864-9463 x123 or order from our online store.

**Discount will be applied when you check out.**

## WIN A \$25 GIFT CERTIFICATE

Be one of the first five members to review one of our May club wines, and we will send you a \$25 gift certificate by return email (limit one per membership).

**AVERAGE RATING**



To review the wines visit our online store, log in as a club member and go to "club member wines".

As I grew up, I hung out with a pretty eclectic mix of friends. I found myself, though, more often than not spending time with my intellectual buddies – sort of science geek type personalities. I suppose that’s where I got a lot of my stimulation for chemistry and lab work which are important parts of being a winemaker.

My start in the wine industry was a bit unusual by winemaking standards. From the age of 18 to about 28 I was in the retail side of the business as a store manager and wine buyer at a large retailer in Southern California. I think this was where I realized that wine has a great history and romance (as well as science) behind it. Also, this is where I had my wine “moment.” I was at a trade tasting and tasted a super Tuscan called Viticcio Prunaio. I was blown away. It was a symphony of flavors and layers. It was such a moment for me; it was profound. That’s when I knew I wanted to be a winemaker. I attended the University of California at Davis from 1990 to 1994 and did internships at Franciscan Winery and Mt. Veeder Vineyards in Napa Valley, as well as Gloria Ferrer Caves and Vineyards in Sonoma.

My first full time job was at a winery called Arroyo Seco which was a custom crush facility in San Martin, CA. I refer to this period in my career as my boot camp training for winemaking. During harvest, we sometimes worked 20 hours a day. I learned a lot in a very short period of time. Also, I was never so tired in my whole life!

**Q.** How would you characterize your winemaking style?

**A.** I’m looking for boldness and intensity in the aromas and flavors, but a wine that never loses its balance. I’m not making a cocktail; I’m making wine that goes with food. That syncs up with Dry Creek Vineyard’s philosophy. Ripeness and full body are important but the wine should have good acidity and tannin structure also.

**Q.** We’re sure you’ve thought about this. Why Dry Creek Vineyard?

**A.** Sauvignon Blanc, Zinfandel and the Bordeaux varieties are wines I love to make and wines that Dry Creek Vineyard has championed for 40 years. It’s so satisfying to work for a family and be involved from grape to glass. I feel like I am really in line with the family’s vision for the winery going forward. It’s not often that you get to work for people who are willing to give you all the tools necessary to make great wines. Plus, Kim, Don and Dave are really passionate about making great wine – as am I. This is a great situation for me.

**Q.** What is your long term outlook? Do you see any significant changes on the horizon?

**A.** First of all, I’m not here to reinvent the wheel. I want to stay within the house style of wines. These wines have made Dry Creek Vineyard successful for 40 years so there’s no reason to try and fix something that is not broken. That being said, I will always strive to produce the best possible wine and make suggestions for improvement. There are some areas that I think I can be of assistance. For example, some more attention to detail in the vineyard with different pruning techniques or canopy management, particularly in the Endeavour vineyard, are just a few thoughts that come to mind. Really though, it just comes down to having a dedicated focus to Dry Creek Vineyard. It’s all about planning, precision and execution.

**Q.** What is your "desert island" wine?

**A.** Zinfandel is for sure my favorite grape variety, but Cabernet is a very close second. I love Zinfandel because it is so versatile. Hopefully, I don’t get stranded on a desert island but if I were, Zin is definitely the wine I’d want to have a lot of!

2012 CALENDAR

**MAY 19**

A Day in the Loire /  
New Release Reception

**JUNE 22**

Wild Boar & Zin Dinner

**JUNE 23**

Summer of Zin Concert

**AUGUST 11**

40th Anniversary Sailing Adventure  
on the SF Bay

**SEPTEMBER 22**

Endeavour Harvest Experience /  
New Release Reception

**NOVEMBER 24**

Holiday Open House / New Release Reception

**DECEMBER 1**

VIP Release Reception

**DECEMBER 8**

Holiday Winemaker's Dinner

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