

Dry Creek

VINEYARD

February 2007

VINTNER'S SELECT CLUB WINE NEWS

35 Years of Fine Wine

This year represents several significant milestones for our family winery. It's hard to believe, but 2007 is our 35th year in business and also represents the 20th anniversary of our Vintner's Select Club. As we take a minute to reflect on all that has happened, we realize what a wonderful journey it has been.

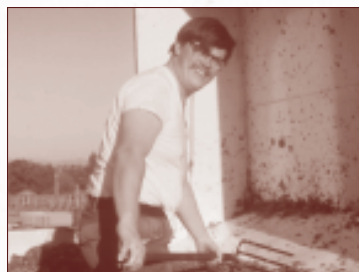
Back in 1972, David Stare released our first wines – Chenin Blanc, Fumé Blanc, and Chardonnay. In those days, Dave was a one-man show, from shoveling grapes to delivering wine. His wife would work on the financials, pour wine for guests, and keep the young garden looking nice. In the middle of starting a new business, he was also raising his two young daughters, Kim and Romy. And just like any new family business, the girls worked too, helping on the bottling line and cleaning the cellar. As the winery grew, so did the family. Kim and Romy went off to college. Both girls got married, with Romy staying on the East Coast. Kim came home, with her new husband Don, to learn the ropes at the winery. As the business thrived, more employees were added to keep up with demand.

In 1986, Kim was charged with the marketing responsibilities at the winery. Kim recalls that it was sort of a fluke how the Vintner's Select Club was started. "A lot of our friends were asking how they could get their hands on our wines. I thought it would be a good idea to start a list of family and friends and then send them periodic shipments of new releases. It just sort of took on a life of its own."

In a matter of months, Kim had quite a job on her hands. The original club of just a few friends had grown to several hundred – word had spread that Dry Creek Vineyard was making some terrific wines.

Kim says she is proud of how the Vintner's Select Club has grown. "We have some very passionate people who care a lot about our club members. We truly value our members—we know they could be a part of any number of wine clubs but they choose ours. It's a testament to our people and our wines."

This summer, July 13-15, 2007, we'll be hosting an incredible weekend of wine, food, and fun – all in appreciation of our club members. See inside for more details. It's already shaping up to be a can't-miss party!



DRY CREEK VINEYARD HISTORICAL FACTS

1972

First winery built in Dry Creek Valley since prohibition, revitalizing region's wine industry.

First in Dry Creek Valley to plant Sauvignon Blanc (DCV3 vineyard).



First to introduce a Fumé Blanc in Sonoma County.

FEATURED WINES

This shipment features two of our most sought after single vineyard designate wines. The 2004 Saralee's Vineyard Chardonnay hails from one of the most famous Chardonnay vineyards in the Russian River Valley. This Burgundian-style Chardonnay was aged *sur lies* for 10 months and went through 100% malolactic fermentation. New French oak adds tremendous depth and concentration to this richly textured wine.

The 2003 Bullock House Merlot comes from our estate vineyard next door to the winery. Named after the turn-of-the-century house that sits on the property, the Bullock House Merlot represents our finest Merlot vineyard from the Dry Creek Valley. A combination of French and American oak adds layers of vanilla and spice to this opulent and concentrated wine.

Those of you in our ClubRed will receive our 2004 Merlot, which represents our continued commitment to the varietal. At one time, the family considered phasing out Merlot. However, winemaker Bill Knuttel was able to turn out such an excellent wine that customers demanded we continue to produce Merlot. Fruit-forward flavors of black cherry and raspberry make this wine drinkable now, but the tannins will also support several years of aging.



WINEMAKER COMMENTS

At first swirl, this Chardonnay has a luscious, almost creamy aroma. The bouquet incorporates scents of crème brûlée, apple custard, pear, and vanilla cream. On the palate, the flavors expand with wonderful depth and richness. The finish is long and lingering with repeating flavors all adding up to immediately wanting to take another sip. Aging potential is 3-5 years.

2004 SARALEE'S VINEYARD CHARDONNAY-RUSSIAN RIVER VALLEY

GRAPES 100% Chardonnay
APPELLATION 100% Russian River Valley
HARVEST September 6 & 9, 2004
FERMENTATION Barrel fermented in French oak. Aged *sur lies* 10 months
BARREL AGING 10 months in French oak
ALCOHOL 14.5%
TOTAL ACIDITY 0.54 **PH** 3.55
RESIDUAL SUGAR Dry

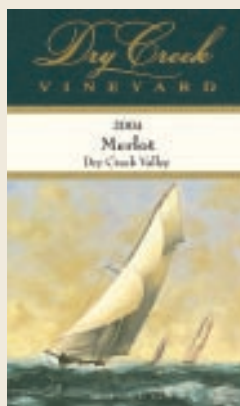


WINEMAKER COMMENTS

Intense and silky with inky ruby red hues, this estate Merlot hails from our finest Merlot vineyard in the Dry Creek Valley. Aromas of black cherry and cassis provide an enticing preview of the flavors that follow. On the palate, a broad texture and the slight grip of fine tannins frame dark plum and espresso flavors. The finish lingers with additional fruit and espresso nuances. Aging potential is 7-10 years.

2003 BULLOCK HOUSE MERLOT DRY CREEK VALLEY

GRAPES 100% Merlot
APPELLATION 100% Dry Creek Valley
HARVEST September 21, 2003
FERMENTATION Fermented 16 days at 85 F
BARREL AGING 20 months in American oak
ALCOHOL 14.5%
TOTAL ACIDITY 0.57 **PH** 3.62
RESIDUAL SUGAR Dry



2004 MERLOT - DRY CREEK VALLEY

GRAPES 79% Merlot, 16% Cabernet Sauvignon, 3% Malbec, 2% Cabernet Franc
APPELLATION Dry Creek Valley
HARVEST August 31 - October 7, 2004
FERMENTATION Fermented 22 days at 83F
BARREL AGING 18 months in French and American oak
ALCOHOL 13.5%
TOTAL ACIDITY 0.55 **PH** 3.72
RESIDUAL SUGAR Dry

WINEMAKER COMMENTS

Aromas of ripe black cherry and plum, with subtle notes of chocolate and cassis, provide a wonderful preview to the flavors that follow. On the palate, ripe tannins are layered with excellent acidity bringing together the rich fruit flavors with a long, detailed finish. Aging potential is 7-10 years.

*ClubRed featured wine

1977

DCV begins exporting Chenin Blanc, Fumé Blanc and Chardonnay to the United Kingdom.

1982

Introduced revolutionary new label design featuring sailboats, symbolizing the family's passion and commitment to the sport.

1983

Initiated Dry Creek Valley's American Viticultural Area (AVA) status.

First to label a wine with the Dry Creek Valley appellation.

Wine List

VINTNER'S SELECT CLUB FEATURED WINES

	BOTTLE PRICE	REGULAR PER CASE 12+ BOTTLES	25% PER CASE 12+ BOTTLES	30% PER CASE 24+ BOTTLES
2004 Saralee's Vineyard Chardonnay - Russian River Valley Single-vineyard Chardonnay from the famed Russian River Valley.	\$30.00	\$360.00	\$270.00	\$252.00
2003 Bullock House Merlot - Dry Creek Valley Single-vineyard, estate bottling from the Dry Creek Valley.	\$25.00	\$300.00	\$225.00	\$210.00

ClubRed FEATURED WINES

2004 Merlot - Dry Creek Valley Recommended - California Grapevine.	\$19.00	\$228.00	\$171.00	\$159.60
2003 Bullock House Merlot - Dry Creek Valley Single-vineyard, estate bottling from the Dry Creek Valley.	\$25.00	\$300.00	\$225.00	\$210.00

SIGNATURE WINES

2006 Dry Chenin Blanc - Clarksburg Just Released. 7-time Winner (5 yrs in a row) at the prestigious Pacific Coast Oyster Wine Competition.	\$11.50	\$138.00	\$103.50	\$96.60
2005 Fumé Blanc - Sonoma County Highly Recommended - California Grapevine.	\$14.50	\$174.00	\$130.50	\$121.80
2005 Chardonnay - Russian River Valley Just Released. 2004 vintage received a Double Gold at the North of the Gate Wine Competition.	\$20.00	\$240.00	\$180.00	\$168.00
2005 Heritage Zinfandel - Sonoma County Just Released. 2004 vintage receive a "One Puff" rating from Connoisseurs' Guide to California Wine.	\$16.00	\$192.00	\$144.00	\$134.40
2004 Old Vine Zinfandel - Sonoma County Just Released. Previous vintage rated 93 Points & #17 in Top 100 Wines of 2006 - Wine Enthusiast Magazine.	\$25.00	\$300.00	\$225.00	\$210.00

SINGLE-VINEYARD WINES

2004 Estate Fumé Blanc DCV3 - Dry Creek Valley One Puff ~ 90 Points - Connoisseurs' Guide to California Wine	\$25.00	\$300.00	\$225.00	\$210.00
2004 Taylor's Vineyard Chardonnay - Russian River Valley Estate bottled, single-vineyard wine.	\$25.00	\$300.00	\$225.00	\$210.00
2003 Meritage - Dry Creek Valley Gold Medal - San Francisco Chronicle Wine Competition.	\$28.00	\$336.00	\$252.00	\$235.20
2002 Endeavour Cabernet Sauvignon - Dry Creek Valley (6-bottle case) Single-vineyard, estate bottling; our finest Cabernet from hillside vines deep in Dry Creek Valley.	\$55.00	\$330.00	<i>sorry, no discounts</i>	

REGATTA WINES - A portion of the proceeds are donated to support US SAILING'S nationwide educational and teambuilding efforts.

2004 Regatta White Cuvée - California A stylish blend, Regatta is a bright, easy quaffing white wine.	\$10.00	\$120.00	\$90.00	\$84.00
2004 Regatta Red Cuvée - Sonoma County Rich and fruity with a touch of oak, delicious for casual sipping.	\$10.00	\$120.00	\$90.00	\$84.00

TO ORDER CALL 1-800-864-9463 or VISIT OUR ONLINE STORE AT: WWW.DRYCREEKVINEYARD.COM
Please note: Discounts can be applied to "mixed cases." When purchasing less than one case, the club discount is 20%.

VINTNER'S SELECT CLUB

20th Anniversary Bash

July 13 – 15, 2007

It's time to put on your dancing shoes and join us for a weekend not to be missed!

Friday, July 13

EXCLUSIVE WINE DINNER AT MADRONA MANOR

For a lucky few, the weekend will start with a delicious four-course meal at the famed Madrona Manor (www.madronamanor.com), hosted by second generation proprietors, Don and Kim Wallace. We say "lucky few" because only four couples will have the opportunity to join Don and Kim for a private, complimentary dinner.



The winners for this dinner will be decided by a drawing to be held on May 4, 2007. In order to be considered for the dinner, you must sign up for the entire weekend by May 1, 2007. Each winning couple will be notified by phone. Couples are responsible for their own transportation and lodging.

Saturday, July 14

MAGICAL MYSTERY VINEYARD TOUR

10:00 A.M. TO 2:00 P.M.

Join us as we kick off the weekend with an educational vineyard tour and lunch. Board an open-air trolley with Don Wallace and winemaker Bill Knuttel as they guide you through some of our most revered estate vineyards. Then, relax by the lake at our Endeavour vineyard and enjoy a delicious lunch.

\$45 per person

Saturday, July 14

VIVA VALENCIA!

5:00 P.M. TO 10:00 P.M.

Join us for a can't-miss Spanish inspired party! A delicious feast will start the evening. Relax and sip our latest releases while enjoying the warm summer evening. After dinner, let the party begin! Enjoy the Latin inspired music of la Ventana, an 8-piece salsa/rock band. Learn to salsa, mamba, and rumba like an expert with professional dance instructions. This will truly be a night to remember!

\$95 per person

Sunday, July 15

SNEAK PEAK!

10:00 A.M. TO 1:00 P.M.

Join us in our cellar for an advance tasting of our commemorative bottling celebrating our 35th anniversary and the 20th anniversary of the VSC club. This is a one-day pre-release opportunity to purchase this wine! In addition, fresh coffee, juice, and pastries will be served. Afterward, head home with a big smile and memories galore!

No charge



You may sign up for one, two or all three events. Remember, to be considered for the Friday evening dinner, you must sign up for the entire weekend by May 1, 2007.

*We look forward to seeing
you this summer!*

To RSVP please call
800-864-9463 or email at
usc@drycreekvineyard.com



1985

Coined the term
"Old Vines"
Zinfandel.



Winery wins Sweepstakes
Award at the California
State Fair for our 1982
Cabernet Sauvignon.

1987

One of the first
wineries to use the term
"Meritage."

Dry Creek Vineyard Vintner's
Select Club is founded.

35 YEARS OF FAMILY WINEMAKING 1972-2007

That was then, This is now...

In **1972** there were three wineries in the Dry Creek Valley.

In **2007** there are now 58 bonded and licensed wineries.

In **1972** the top wine grape variety in California was Carignane.

In **2007** Chardonnay and Cabernet Sauvignon are king.

In **1972** the price for one acre of vineyard land in the Dry Creek Valley was approximately \$2,500.

In **2007** that same acre would sell for well over \$75,000.

In **1972** a bottle of Dry Creek Vineyard Fumé Blanc sold for \$3.25.

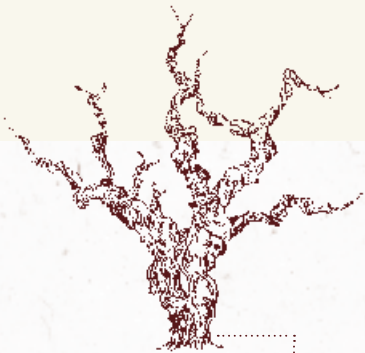
In **2007** our Fumé Blanc sells for \$14.50 per bottle.

In **1972** most growers planted their vines in rows that were 10 to 12 feet apart, paying little attention to trellising systems or irrigation.

In **2007** growers use soil analysis and topography to determine their planting decisions.

In **1972** the American wine consumer knew very little about wine or varietals. Wine was an afterthought.

In **2007** Americans 30 and over, both male and female, are consuming more wine than beer, according to a Gallup poll. In fact, studies suggest that by 2008 the USA will be the #1 wine consuming country in the world.



1991

Initiated clonal selection trials from old vine "Heritage" Zinfandel vineyard.

1995

Winery wins prestigious *Grand Prix d'Honneur*, award in Bordeaux, France, for our 1991 Reserve Merlot.

1997

First to release Zinfandel from "Heritage" vines.

2000

Dry Creek Vineyard launches new America's Cup Reserve series at the 2000 America's Cup in Auckland, New Zealand.



2005 FUMÉ BLANC

"...attractive, floral, moderately grassy..."

"HIGHLY RECOMMENDED"

San Francisco Chronicle Wine Competition

2003 MERITAGE

GOLD MEDAL



2004 ESTATE FUMÉ BLANC DCV3

"One Puff"

90 POINTS



Calendar 2007

MARCH

3/4 Russian River
10/11 Wine Road
Barrel Tasting
800-723-6336

APRIL

28/29 Wine Growers of
Dry Creek Valley
Passport to Dry
Creek Valley
707-433-3031

MAY 24

Vintner's Select
Club & ClubRed
Shipment

JULY

13/14/15 VSC's 20th
Anniversary Bash
(for wine club
members &
guests only)
707-433-1000

AUG. 24

Vintner's Select
Club & ClubRed
Shipment

New Service FOR LOCAL WINE CLUB MEMBERS

Effective immediately, local members can elect to pick up their wine shipment at the winery and save the cost of shipping.

With each shipment we will have a new release wine & artisan cheese tasting the weekend following the wine club shipment. Members who choose to pick up their shipment will be able to attend the tasting and enjoy the wines featured in their shipment, along with other Dry Creek Vineyard wines and nibbles.

The first new release tasting will be Sunday, February 25, 2007, from 10:30 a.m. to 3:00 p.m.

Here are the rules and instructions on how to sign up for this great new feature:

- Contact us at 800-864-9463 or email vsc@drycreekvineyard.com and let us know that you would like to join the "club pick up" and provide us with your email address.
- Prior to each shipment, we will contact you by email to let you know when the shipment will be available for pick up during a designated three-week period.
- You can either pick up your shipment at the tasting or anytime during the following three weeks.
- IMPORTANT: If you have not picked up your shipment by the three-week deadline date, we will charge your credit card for shipping and send the wine to you.

Note: You do not need to elect the pick up option to attend the new release tasting—it's open to all wine club members!

Wine Cruise JUNE 2007

Join second generation winery proprietors, Don and Kim Wallace, along with fellow wine lovers on a delightful 7-day voyage from Rome to Barcelona, June 15-22, 2007, aboard the magnificent Silver Whisper.

Visit exotic ports of call along the coast of Italy and France, ending in Barcelona, Spain. Following the cruise, join Don and Kim for several more days to witness America's Cup racing in Valencia.

Sign up now by calling Marcia or Hathaway Watson, fellow VSC members and wine hosts, at Fine Wine Voyages, (888) 946-3885 for information and reservations.



P.O. BOX T 3770 LAMBERT BRIDGE ROAD HEALDSBURG, CA 95448
TEL. 707-433-1000 800-864-9463 WWW.DRYCREEKVINEYARD.COM

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2001

Famed wine critic, Robert Parker, praises the 1999 Heritage Clone Zinfandel, calling it "one of the world's greatest values under \$20."

2002

Dry Creek Vineyard and US SAILING form an alliance donating a portion of the proceeds of our Regatta wines back to US SAILING.

2004

Only American winery to win the "Grandes Expressions de Chenin" award at the Loire Valley Wine Competition in France.

2007

Marks the 20th anniversary of the Vintner's Select Club and the 35th anniversary of the winery.