

Dry Creek  
VINEYARD

FAMILY WINEMAKING  
SINCE 1972



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



Wine Club Newsletter – Nov. 2012



## REFLECTIONS ON OUR 40<sup>TH</sup> ANNIVERSARY

— BY KIM STARE WALLACE —

It's hard not to be sentimental when I think about our 40<sup>th</sup> year of family winemaking. After all, this is a family business and while I know the old saying "it's not personal, it's just business", for us, the lines are blurred. It is very personal. In thinking about this issue of the Vintners Select Club newsletter, I knew I wanted to share with our wine club members our 40 years from my perspective.

I've been in the Dry Creek Valley since I was nine years old, so there's quite a bit of water that has passed under that proverbial bridge. The memories are slightly hazy at this point, but I remember vividly the day Dad said we were moving to California from Massachusetts. I'm not sure how my then seven-year-old brain processed that information but I think I was more excited than anything else. We had traveled as a young family, having lived in Germany for a year, so moving wasn't so traumatic. We sold almost everything we had, packed up our mint green station wagon (Dad was never very fashionable) and off we went on our big journey across the country. Dad knew he wanted to be in California to start his winery. He always tells this great story about reading an article in the Wall Street Journal about the burgeoning wine industry - and that being the "moment" when he decided that's where we would plant our family roots.



We arrived in Davis, California in 1970 where Dad enrolled as a graduate student in the enology school. I remember him being very passionate about wine. On the weekends, Mom and Dad would drag my sister and me to wineries to taste and talk to the locals. It was a seriously boring way for us kids to spend a Saturday afternoon! Nonetheless, my parents had a plan and stuck to it. Eventually they bought a rundown 55-acre prune orchard in the Dry Creek Valley and promptly began planting grapevines. One old photo that always stands out, is me turning over that first shovel full of dirt during our groundbreaking ceremony in 1972. I still remember that special day! Living in the Dry Creek Valley as a kid was pretty cool. It was a rural agricultural community and every day I rode my bike to the town of Healdsburg as there were few cars on the road back then.

As I got older, I was of course sucked into the family business. I worked on the bottling line as basically slave labor. I remember hand applying wine labels, lining them up so they wouldn't be crooked. I reluctantly accompanied Mom on deliveries (we sold everything direct back then) and helped the bookkeeper with her journal entries. As a teenager, it actually became "cool" to work at Dry Creek Vineyard, and numerous friends made extra money by helping my family out. But, I was very clear about my future: I was never going to work for Dry Creek Vineyard as an adult! I had far more glamorous aspirations than working for that silly old winery.

After Don and I married in 1982, I spent a number of years studying French and fashion design and worked in the design industry after college. But, ultimately, the pull of the family business was too great and in 1986, I came back to work for



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the winery selling wine in San Francisco. Fast forward, all these years later and I've basically worked every job at the winery. In fact, one of my proudest achievements was when I created this wine club. It started as just a bunch of friends who wanted me to send them our latest releases. As it grew, I did some research and realized that there wasn't anything like that in wine country – that is, a winery sending wines directly to consumers. Our VSC club was one of the first in the industry and is still one of the best 25 years later.

At the beginning of this year, I was named President of the winery. It's a role I take very seriously and one that I am proud to carry on. When I reflect on my father's legacy, it's quite remarkable what he has achieved in the California wine industry. He almost single handedly revitalized grape growing and winemaking in the Dry Creek Valley and as a family, we have built one of the most successful and widely recognized wine brands in the world. As the second generation, my goal is to continue that success while innovating for the future. In the past decade, we have worked tirelessly to "reinvent" ourselves in order to stay relevant in today's wine world.

My husband Don and I have shared a singular vision for what we believed Dry Creek Vineyard could become to avoid the inevitable complacency that I've seen so many of my contemporaries fall into. We've reshaped our vineyards to match the types of wines we want to produce. We've shifted to an appellation focused approach to reflect the unique aspects of the land we're blessed to call home. And, we've hired a talented team of passionate individuals who continue to help us build a successful business.

In my humble opinion, our wines have never been better and the future ahead is bright and full of possibilities. I am so proud to share these wines with you and I look forward to celebrating many more anniversaries ahead. Enjoy!



## ◆ 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
2011 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
2009 Merlot - <i>Dry Creek Valley</i>	\$19.00	\$15.20	\$171.00
2009 Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2009 Old Vine Zinfandel - <i>Dry Creek Valley</i>	\$30.00	\$24.00	\$270.00
2008 Meritage - <i>Sonoma County</i>	\$28.00	\$22.40	\$270.00
2009 The Mariner - <i>Dry Creek Valley</i>	\$40.00	\$32.00	\$252.00
LIMITED RELEASE WINES			
2010 DCV3 Sauvignon Blanc - <i>Dry Creek Valley</i>	\$25.00	\$20.00	\$225.00
2010 DCV10 Chardonnay - <i>Russian River Valley</i>	\$34.00	\$27.20	\$306.00
2011 Petite Zin Rosé - <i>Dry Creek Valley</i>	\$18.00	\$14.40	\$162.00
2010 Malbec - <i>Sonoma County</i>	\$34.00	\$27.20	\$306.00
2009 Spencer's Hill Zinfandel - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
2008 Endeavour Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$65.00	\$52.00	\$585.00
DESSERT WINES – 375 ML			
2007 Soleil - <i>Dry Creek Valley</i>	\$35.00	\$28.00	\$315.00

## OUR LATEST ACCOLADES ...

2009  
OLD VINE ZINFANDEL

91 POINTS

WINEENTHUSIAST  
MAGAZINE

2008  
THE MARINER

91 POINTS

Wine Spectator

2008  
CABERNET SAUVIGNON

91 POINTS  
EDITORS' CHOICE

WINEENTHUSIAST  
MAGAZINE

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**1970s**

- 1972**
  - First winery built in Dry Creek Valley following Prohibition, revitalizing the region's wine industry.
  - First in Dry Creek Valley to plant Sauvignon Blanc (DCV3 vineyard).
  - Introduced first Sonoma County Fumé Blanc.
- 1973**
  - Introduced first vintages of Merlot, Cabernet Sauvignon and Zinfandel.
- 1977**
  - Began exporting Chenin Blanc, Fumé Blanc and Chardonnay to the United Kingdom.

**1980s**

- 1982**
  - Introduced an innovative and non-traditional new label design featuring sailboats.
- 1983**
  - Initiated Dry Creek Valley's American Viticultural Area (AVA) status.
  - First to label a wine with the Dry Creek Valley appellation.
- 1985**
  - First to coin the term "Old Vines" Zinfandel.
- 1987**
  - First winery to use the term "Meritage" on a wine label.
  - Dry Creek Vineyard Vintner's Select wine club was founded.

**1990s**

- 1991**
  - Initiated clonal selection trials from old vine "Heritage" Zinfandel vineyard.
- 1995**
  - Winner of prestigious *Grand Prix d'Honneur*, award at the Challenge International Du Vin, Bordeaux, France, for the 1991 Reserve Merlot.
- 1997**
  - First to release Zinfandel from "Heritage" vines.
- 1998**
  - First to release a single vineyard Sauvignon Blanc from Dry Creek Valley.

**2000s**

- 2000**
  - First harvest from Endeavour Vineyard - the most "eco-sensitive" planting of that era.
- 2004**
  - First and only American winery to win the *Grandes Expressions de Chenin* award at the Loire Valley Wine Competition in France.
  - Launched a new proprietary blend, The Mariner, which is now one of our most celebrated wines.
- 2012**
  - Marks 40 years of family winemaking in the Dry Creek Valley, and the 25<sup>th</sup> anniversary of the Vintner's Select Club.