



*Dry Creek*  
VINEYARD

EST.  
40  
YEARS  
1972

FAMILY  
WINEMAKING  
SINCE 1972

**GREETINGS!** *This new issue of our wine club newsletter focuses in on our sustainable business practices – something very near and dear to our hearts. As most of you know, Don has been instrumental in helping to guide the winery on our path toward sustainability. What we’ve found fascinating over the years is that by employing these philosophies, our business has gotten healthier – from our employees to the wines and land around us. It’s quite gratifying to be a part of improving the health of our community and planet.*

*And speaking of sustainability, we are also proud to acknowledge some of our longest tenured wine club members. These good folks have been with us since the beginning and in some cases, since the VERY first club shipment. We are honored to call them a part of our extended family.*

*As always, we love to hear from you. Please feel free to write us at [vsc@drycreekvineyard.com](mailto:vsc@drycreekvineyard.com) to share your feedback on this shipment or anything else Dry Creek Vineyard related.*

My best,  
**KIM STARE WALLACE**  
President



## A SUSTAINABLE LIFE

Without a doubt, sustainability is a hot buzzword these days. Just like “farm to table” or “mixologist” is part of the lexicon of food and wine lovers, so too is the idea of leading a sustainable life. That being said, far too often these phrases are thrown around as part of a marketing campaign or sales initiative. In other words, many who use the word lack the authenticity and passion for what it truly means. At Dry Creek Vineyard, sustainability is a way of life, not just a business concept. From vineyard to bottle, we are constantly working toward creating a business that will be sustainable both now and for generations to come.

In looking at Dry Creek Vineyard’s sustainable practices, it’s helpful to have a bit of context as to how and why our winery has become so passionate about this ideology. Going back to the 1990s, winery partner (and then ranch manager) Don Wallace began to notice some alarming trends in the vineyard.

First, the vineyard seemed to be devoid of any life. Put a shovel in the ground and there were no living organisms. Birds of prey were a rarity and generally the vineyard lacked any sense of a balanced ecosystem. In the words of Don, it seemed that many farmers had adopted a “scorched earth” mentality in dealing with vineyard management issues. For Don,



Sustainable Raptor Perch  
in Heritage Zinfandel vineyard

this was the impetus for change. As a board member of the California Wine Institute, he suggested early on to his fellow board members a new path toward farming – one that was much more in tune with creating a symbiotic relationship in the vineyard. Don argued for the use of fewer pesticides, less spraying and more cover cropping to create a biologically diverse ecosystem. That meant more beneficial pests, construction of owl boxes and raptor perches, and many more earth-friendly farming practices. This launched a new direction for the future.

Fast forward more than 20 years later, and our commitment to sustainable agriculture and minimal off-farm consumption is multifaceted. Advancements in viticultural technology have gone hand-in-hand with respectfully managing our space on this planet. To do this, we employ a number of strategies. Growing cover crops like clover and bell beans rebuild depleted soil by releasing bound nutrients, minimizing the need to import fertilizer.

Cover crops also reduce erosion by holding on to soil and attracting beneficial insects that help keep the pest population in check.

In addition, we use the most state-of-the-art vineyard equipment and strategies available today. These include, but are not limited to, global positioning satellite data paired with soil mapping in order to

.....CONTINUES ON BACK PAGE

**2011 TAYLOR'S VINEYARD  
SAUVIGNON BLANC - MUSQUÉ CLONE**  
Dry Creek Valley



**BLEND** 96% Sauvignon Musqué,  
4% Sauvignon Blanc

**PRODUCTION** 205 cases

**ALCOHOL** 14.1%

**WINEMAKER COMMENTS:** This release of Taylor's Vineyard Sauvignon Blanc displays the finer qualities of the 2011 vintage. The initial aromas are a symphony of citrus, lavender, and honeysuckle. The palate reveals wonderful depth and complexity presenting flavors of pear, guava, peach, and kiwi. After several minutes, secondary spice elements begin to surface such as nutmeg and hints of pepper. The minerality carries this wine through to the finish with a firm and bracing character that repeats many of the same aromas and flavors. A stand out wine from a challenging harvest!

<b>Retail: \$25.00</b>	
<b>20% Savings Bottle:</b> \$20.00	<b>25% Savings Case:</b> \$225.00

**2010 SOMERS RANCH  
ZINFANDEL**  
Dry Creek Valley



**BLEND** 100% Zinfandel

**PRODUCTION** 399 cases

**ALCOHOL** 14.5%

**WINEMAKER COMMENTS:** This is perhaps the best bottling of Somers Ranch Zinfandel in our history. The initial aromas pack an incredible amount of fruit and opulence – almost as if you are inhaling the smell of a warm blackberry cobbler fresh from the oven. Additional minutes in the glass reveal pepper, clove, cinnamon, and other exotic spices. The palate is decadent and full of rich flavors such as chocolate and espresso. The entire wine is framed by fleshy tannins that are smooth and silky. The finish lingers on with an incredible spicy array of flavors. Simply outstanding from start to finish!

<b>Retail: \$38.00</b>	
<b>20% Savings Bottle:</b> \$30.40	<b>25% Savings Case:</b> \$342.00

**2010 ESTATE PETITE SIRAH -  
SPENCER'S HILL VINEYARD**  
Dry Creek Valley

**Featured Wine for ClubRed Members**



**BLEND** 100% Petite Sirah

**PRODUCTION** 147 cases

**ALCOHOL** 13.9%

**WINEMAKER COMMENTS:** Petite Sirah is often characterized by its deep, inky color and firm, drying tannins. This new vintage certainly has those qualities in spades and much, much more. Initially, aromas lean toward the black fruits with more nuanced elements of cigar box and sandalwood. The palate is robust with concentrated flavors of blackberry, mocha, and espresso. Additional swirls of the glass reveal subtle black pepper and earthy qualities. The tannins are silky and smooth, which play nicely with the spicy components and ripe fruit characters in the wine. The finish is velvety and smooth with a long and lingering aftertaste.

<b>Retail: \$34.00</b>	
<b>20% Savings Bottle:</b> \$27.20	<b>25% Savings Case:</b> \$306.00

**OUR LATEST ACCOLADES ...**

**2008 THE MARINER**

**91 Points  
TOP VALUE**

**Wine Spectator**

**2008 CABERNET SAUVIGNON**

**91 Points  
EDITORS' CHOICE**

**WINEENTHUSIAST  
MAGAZINE**

**2011 SAUVIGNON BLANC  
2011 FUMÉ BLANC**

**GREAT  
AMERICAN VALUES**

**Wine Spectator**

**2008 ENDEAVOUR  
CABERNET SAUVIGNON**

**92 Points**

**WINEENTHUSIAST  
MAGAZINE**

## FOUNDING CLUB MEMBERS

With 25 years of history, we are fortunate to have one of the oldest and longest standing wine clubs in the industry. Started by Kim Stare Wallace, the wine club was formed out of nothing more than the family's close friends and relatives wanting the new releases from the winery sent to them regularly. As Kim says, "things just took off from there" and now we have an incredibly vibrant club with many close friendships that we have formed over the years.

What's even more remarkable is the longevity of many of our founding club members. It's quite remarkable that these loyal souls have been with us from almost the beginning. We want to take a minute to publicly acknowledge them and say thank you for their years of commitment and support.

From all of us, we thank you!

Steve Benninga	CA	William Raduchel	VA	Ann Bromley	IL
Mary Dunlap	PA	Michael Light	CA	Robert Gray	IL
Richard Sebastian	MN	Ann Marie Caiozzo	MI	Phil Madden	WA
Jerlyn Mask	CA	Wayne Cruzan	CA	Drew Sullivan	TX
Kenneth Baker	TX	Paul Helbig	CA	Paula Larkin	CT
Steven Deas	CA	Richard Luna	CA	Ken Macho	TX
John Komes	CA	David Bland	MN	Diana Record	NV
Stanley Loula	IL	Vernell Sutherland	VT	Robert Ivy	MT
Jan Wolfe	CA	Robert Black	CA	Mark Barbee-Gregory	CA
David Wallace	NC	Mark Dawson	CA	Klaus Albert	NY
James Merrill	TX	Bernie Scarinzi	CA	Carl Wyatt	TX
Bernie Morrison	NV	John Thomas	WA	Jim Baxter	CA
Julie Christensen	CA	Carol Rozzano	CA	Richard Herrero	CA
Bonnie Westhusing	CA	C L Nielsen	CA	Arie Slot	FL
Suzanne Reisman	CA	David Sandusky	CA	Chris Hillcoat	IL
Jeanne Feeney	CA	George Aulbach	NC	Gary Connor	CA
Bruce Leek	CA	Carol Aupperle	NC	Sidney Sparks	GA
John Cameron	CA	Tom Matthews	TX	Doug McIlwaine	VA
L Red Mellow	CA	Julie Hess	CA	Jim Alstad	CA
Philip Kanner	CA	Dr. Vern Otte	KS	Nyna Armstrong	CA
Michael Franchetti	CA	Jordan Bajor	CA	Rod Rasmussen	WA
Richard Hynson	VA	William Hawk	MO	Henry Thiessen	NM
James Edwards	CA	Anna H Jensen	CA	Michelle Hacek	FL
Tom Hill	NM	Joyce Dagostino	CO	Dr. RM Pavalunas	WA
Joan Grant	CA	Bruce Boselli	PA		

**MARCH 2-3, 9-10**

**Barrel Tasting Weekend  
- EXCLUSIVE for Wine Club members**

Wine Club members and their guests are invited to join us for Barrel Tasting weekend on Saturday and Sunday, March 2-3 and 9-10. Our cellar will be open from 11:00 am - 4:00 pm as we welcome club members to taste from some of our incredible, small lot wines from barrel.

*Admission is complimentary.*



**APRIL 27-28**

**Passport to Dry Creek Valley**

Chart your course and join the regatta for the Dry Creek Cup! Saturday and Sunday from 11:30 am - 4:30 pm will be filled with sail boat races, delicious victuals, sea shanties, and a stem to stern selection of fabulous wines!

*To purchase tickets, visit [www.wdvc.com](http://www.wdvc.com).*

**MAY 18**

**A Day in the Loire Valley /  
New Release Reception**

Revel in the sights, sounds, food, and *joie de vivre* of a day in the Loire Valley. From 12:00 - 4:00 pm, sample our Loire-inspired wines while you relax and enjoy family and friends in the comfort of our gardens with music, food pairings, artists, and more!

*\$20 - exclusive wine club member price.*



**JUNE 13-20**

**European Wine Cruise - Lisbon to London**

Set sail on the Oceania Nautica for a wine cruise experience with special hosts from Dry Creek Vineyard. Visit Lisbon and Oporto, Portugal, La Coruna and Bilbao, Spain, Bordeaux, France and London, England.

*For more information: 800-258-8880 or [WineClub@CruiseShipCenters.com](mailto:WineClub@CruiseShipCenters.com).*

**JUNE 29**

**Summer of Zin**

Back by popular demand, the Sun Kings are the Bay Area's premier Beatles cover band. They are simply amazing! Each year, we sell out our picnic area and witness an awesome concert from 1:00 - 4:00 pm with delicious DCV wines and food available for purchase.

*\$15 - exclusive wine club member price.*



**SEPTEMBER 14**

**Harvest Experience /  
New Release Reception**

This fun and educational event, exclusive for wine club members and their guests, will celebrate the beginning of Harvest. Join us at the winery from 1:00 - 3:00 pm as we learn about harvest firsthand from our winemaking team.

*Admission is complimentary.*

**NOVEMBER 30**

**Holiday Celebration /  
New Release Reception**

Our Thanksgiving weekend holiday celebration is the perfect way to get you and your entire family in the holiday mood (and out of the house). Festive decorations, great gift giving ideas, delicious wine, and holiday treats. Please join us between 11:30 am - 4:00 pm!

*Admission is complimentary.*



**DECEMBER 7**

**Holiday Winemaker Dinner**

A culinary extravaganza! This is an exclusive club member only dinner. Join proprietors Don and Kim Stare Wallace with Winemaker Tim Bell as they lead you through an incredible wine and food experience. A night to remember for sure!

*More details to follow.*

**To purchase tickets, please contact Salina Littleton at [vsc@drycreekvineyard.com](mailto:vsc@drycreekvineyard.com) or by calling 800-864-9463 ext 123.**

**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 February club wines, and we will send you a \$25 gift certificate by return email (limit one per membership).

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

**AVERAGE RATING**



## BAY SHRIMP MANGO TARTINE – A recipe from Chef Tim Vallery

◆ Pairing: 2011 Taylor's Vineyard Sauvignon Blanc - Musqué Clone – Dry Creek Valley ◆

### INGREDIENTS

<b>1 LB</b>	bay shrimp, cooked	<b>1 TSP</b>	lemon zest
<b>2 EACH</b>	mango, peeled and diced	<b>6 SLICES</b>	sourdough bread
<b>2 TBSP</b>	Italian parsley, chopped	<b>2 EACH</b>	avocado, sliced
<b>¼ CUP</b>	chives, finely chopped (reserve 1 tbsp for garnish)	<b>TO TASTE</b>	kosher salt & fresh ground black pepper
<b>4 TBSP</b>	mayonnaise (2 tbsp for spreading on bread)		

**METHOD** Purée the mango in a food processor until smooth. Add mayonnaise and lemon zest and combine. In a large bowl combine the shrimp, mango mixture and herbs. Season with salt and pepper.

Spread one side of the sliced sourdough bread with the mayonnaise and season with salt and pepper. Lightly toast the bread in a non-stick pan. Place slices of avocado on the toasted bread, top with the shrimp mixture and then garnish with the chopped chives. Serves 8.

## DAVE'S "ZINFUL" FLANK STEAK – A recipe by Founder David Stare

◆ Pairing: 2010 Somers Ranch Zinfandel – Dry Creek Valley ◆

### INGREDIENTS

*For Steak Marinade:*

<b>2 LBS</b>	flank steak
<b>¼ CUP</b>	olive oil
<b>¾ CUP</b>	balsamic vinegar
<b>3 CLOVES</b>	garlic, chopped
<b>2 TSP</b>	dried Italian herbs
<b>TO TASTE</b>	salt & pepper

*For Zinfandel Sauce:*

<b>1 BOTTLE</b>	Dry Creek Vineyard Zinfandel
<b>1</b>	onion, minced
<b>2</b>	shallots, minced
<b>1 CLOVE</b>	garlic, minced

### METHOD

*Steak Marinade:* Combine ingredients and marinate flank steak overnight. It is important to first pierce the steak all over with a fork so that the marinade can better penetrate and tenderize the meat.

*Zinfandel Sauce:* Combine ingredients in a non-reactive saucepan, bring to a boil, and simmer to reduce by one-half. Remove from heat and cool. Remove steak from marinade. Add reserved marinade to sauce mixture and purée in the food processor. Grill, broil or pan fry steak over high heat; cook to medium rare. Cut thin slices across the grain. Serve with heated sauce. Serves 6.

## BACON BRAISED BEEF BRISKET – A recipe from Chef Tim Vallery

◆ Pairing: 2010 Estate Petite Sirah - Spencer's Hill Vineyard – Dry Creek Valley ◆

### INGREDIENTS

<b>2.5 LBS</b>	beef brisket	<b>1½ LBS</b>	Yukon gold potato, peeled, large dice
<b>1 TSP</b>	olive oil	<b>½ BUNCH</b>	fresh thyme
<b>4 SLICES</b>	Applewood smoked bacon, thick cut	<b>3 EACH</b>	cinnamon sticks
<b>1 EACH</b>	yellow onion, peeled, large dice	<b>2 EACH</b>	bay leaves
<b>2 EACH</b>	carrot, peeled, large dice	<b>1 CUP</b>	Dry Creek Vineyard Petite Sirah
<b>3 EACH</b>	celery ribs, large dice	<b>1 CUP</b>	beef stock
<b>6 CLOVES</b>	fresh garlic, smashed	<b>TO TASTE</b>	kosher salt & fresh ground black pepper
<b>10 EACH</b>	Crimini mushrooms, stems removed, halved		

**METHOD** In a heavy bottom sauté pan, heat the olive oil. Season the brisket generously with salt and pepper, then brown all sides in the hot oil. Dice 2 slices of the apple wood smoked bacon and brown in the pan after the brisket is browned. Wrap the brisket with the remaining bacon.

In a Crock Pot (slow cooker) place all of the ingredients with the brisket on top. Season the vegetables with salt and pepper. Cook for 5 hours on high setting. Serves 4.

better establish new plantings of vines. Weather data is also gathered from each vineyard site in order to better manage all farming aspects, reducing the consumption of raw materials including fuel, water, energy, etc.

One of our most exciting new investments in 2012 was the installation of solar panels. With the addition of solar, over the next 25 years we will impact the environment in the following substantial ways:

**Equivalent CO<sub>2</sub> Reductions**

- Small car: 7,232,203 miles
- Medium car: 3,879,091 miles
- SUV: 2,717,834 miles
- Air miles: 4,298,969 miles
- Trees planted: 85,340 trees
- CO<sub>2</sub> from trash & waste: 3,879 persons

With the solar installation also comes an electric car charging station for our parking lot as well as a video monitor in our tasting room so guests can see (in real time) how each day we are conserving energy.

These exciting reductions are not the only ways that we are reducing our carbon footprint. We are also actively engaged in energy reduction and waste reduction methods across all departments at the

winery. This effort “takes a village” and all of us here are committed to ensuring a minimal environmental impact. In 2013, we will embark on yet another project that will directly benefit Dry Creek Vineyard’s land by reducing erosion along the Dry Creek itself, while vastly improving the habitat for both the coho salmon and steelhead trout. More to come on this later.

In the end, we are constantly pushing for techniques that will benefit the quality of wine at Dry Creek Vineyard and the quality of our lives and those of future generations. Our goal is always the same: make better wine and create a better place to live and work.



Solar Panels at Dry Creek Vineyard

◆ 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
2012 Fumé Blanc - <i>Sonoma County</i>	\$14.00	\$11.20	\$126.00
2012 Sauvignon Blanc - <i>Dry Creek Valley</i>	\$16.00	\$12.80	\$144.00
2010 Foggy Oaks Chardonnay - <i>Russian River Valley</i>	\$20.00	\$16.00	\$180.00
2010 Heritage Zinfandel - <i>Sonoma County</i>	\$19.00	\$15.20	\$171.00
2009 Merlot - <i>Dry Creek Valley</i>	\$20.00	\$16.00	\$180.00
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	\$252.00
2009 The Mariner - <i>Dry Creek Valley</i>	\$45.00	\$36.00	\$405.00
<b>LIMITED RELEASE WINES</b>			
<del>2010 Estate Sauvignon Blanc DCV3 - <i>Dry Creek Valley</i> <b>SOLD OUT</b></del>	<del>\$25.00</del>	<del>\$20.00</del>	<del>\$225.00</del>
2011 Taylor's Vineyard Sauvignon Blanc - Musqué Clone - <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
2010 Somers Ranch Zinfandel - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
2009 Spencer's Hill Zinfandel - <i>Dry Creek Valley</i>	\$38.00	\$30.40	\$342.00
<del>2010 Malbec - <i>Dry Creek Valley</i> <b>SOLD OUT</b></del>	<del>\$34.00</del>	<del>\$27.20</del>	<del>\$306.00</del>
2010 Estate Petite Sirah - Spencer's Hill Vineyard - <i>Dry Creek Valley</i>	\$34.00	\$27.20	\$306.00
2008 Endeavour Cabernet Sauvignon - <i>Dry Creek Valley</i>	\$65.00	\$52.00	\$585.00
<b>DESSERT WINES – 375 ML</b>			
2007 Soleil - <i>Dry Creek Valley</i>	\$35.00	\$28.00	\$315.00

P.O. Box T • 3770 Lambert Bridge Road  
 Healdsburg, CA 95448  
 Tel. 707-433-1000 • 800-864-9463  
 www.drycreekvineyard.com

Wine Club Administrator: Salina Littleton x123  
 vsc@drycreekvineyard.com  
 Content: 100% Recycled, 50% Post-Consumer Waste,  
 Processed Chlorine Free

