

Arista Winery

dedicated to showcasing the finest expression of pinot noir from the russian river valley

SPRING RELEASE 2009



The 2007 vintage was close to perfection. In the Russian River Valley we are generally blessed with great weather, which is a major factor in our ability to consistently produce excellent wines. Rarely, though, do all of the proverbial stars align for such a memorable vintage. Many of the old timers that I've spoken with, farmers and winemakers alike, agree that 2007 could go down as one of the greatest vintages for the Russian River Valley in the past 30 years.

The year started off with an unusually dry winter and spring. The vines' natural response to these conditions is to produce a smaller crop and show less vigor throughout the year in an attempt to compensate for less water. For a farmer, these conditions aren't necessarily favorable because the total yields will be down, but for a winemaker, smaller crop and less vigor are great because the result is more intense flavor development in the berry and, ultimately, the wine. As late spring turned into early summer, we began to notice berry set – the stage after flowering where we first see crop load potential. Again, the weather cooperated during this sensitive time and blessed us with small, loose clusters with tiny berries – the perfect combination! As the growing season progressed into late summer, we fell into a very consistent pattern of warm days and cool nights. A slight heat spell in August provided the gentle push necessary to kick off harvest on September 1st. Over the course of that week, we picked several vineyards. The weather conditions seemed to indicate that we would have a quick harvest, as warm weather was called for. However, after the second week of September, a cool spell settled in and allowed an additional few weeks of hang time. This extra time on the vines allowed the berry flavors to intensify while at the same time maintaining the delicate balance between sugars and acids.

As each vineyard came to the crush pad, we noticed an amazing similarity between the lots: small berries, loose clusters, low yields. As the fruit was gently de-stemmed and placed into small, open top fermenters, we couldn't help noticing the dark, concentrated color of the juice; something normally not seen in Pinot Noir. Over the course of the next year we were in awe of how these wines developed. Early on, we were amazed at how each barrel tasted like a finished wine, as opposed to the more typical slow emergence of a finished wine from the raw material. At each stage of development in barrel, all of the flavors, aromas, and textures were in harmonious step. Simply put, these wines are possibly the best wines we've ever produced. With that, we are thrilled to announce the release of our **2007 Sonoma Coast Pinot Noir**, **2007 Russian River Valley Pinot Noir**, and **2007 Longbow Pinot Noir**. Enjoy!

Dates to Remember

February 2009

Spring offering of our appellation wines

March 8th

Last day Spring orders are accepted

April 13th

Wines will be shipped and are available for pick up at winery

May 10th

All wine held for winery pick up but not claimed will be shipped



ARISTA

Mark McWilliams

Proprietor

2007 Sonoma Coast
Pinot Noir

2007 Russian River Valley
Pinot Noir

2007 "Longbow"
Pinot Noir
Russian River Valley

Fresh, vibrant notes of cranberry and raspberry are enhanced by a bright acidity, making this Pinot crisp and refreshing. Layers of rich stone fruit and berry flavors are interwoven with sweet oak and earthy tannins resulting in a delicately balanced complex wine - great to enjoy by itself or with a light meal. All of our wines can be enjoyed now, but we recommend cellaring this wine over the next 5-7 years.

Technical Data:

Varietal: 100% Pinot Noir

Clones: 115, 113

Barrel Program:

100% French Oak aged 11 months
(15% new, 40% 1 year, 45% 2-3 years)

Cooperage:

Mercury, François Frères, Remond,
Latour, Seguin Moreau

Harvest Dates:

September 1st-12th, 2007

Released: Spring 2009

Cases Produced: 983

TA: .54g/100ml

pH: 3.77

RS: .01 g/100ml

Alc: 14.3%



The wine opens with a smell reminiscent of rose petal, dark cherry and blackberry. Also on the nose, comforting hints of nutmeg, cedar and cinnamon. Intense and focused blackberry jam and raspberry fruit flavors are framed by the wine's lively, natural acidity. Firm, textured tannins and a pleasant touch of characteristic Russian River earthiness give this wine a lengthy finish. All of our wines can be enjoyed now, but we recommend cellaring this wine over the next 5-7 years.

Technical Data:

Varietal: 100% Pinot Noir

Barrel Program:

100% French Oak aged 11 months
(25% new, 50% 1 year, 25% 2-3 years)

Cooperage:

Billon, Remond, François Frères, Mercury, Seguin Moreau, Marcel Cadet

Harvest Dates:

September 1st-12th, 2007

Released: Spring 2009

Cases Produced: 678

TA: .53g/100ml

pH: 3.73

RS: .02 g/100ml

Alc: 14.5%



A complex and focused wine that opens with fragrant cherry blossom, vanilla and spice notes. Luscious flavors of dark berry and wild cherry combine with subtle baking spice flavors and a slight hint of sweet pipe tobacco. The dark fruit and spice seamlessly merge with the silky texture allowing the flavors to linger. This wine is our flagship Pinot Noir. Each barrel that goes into this blend is hand selected by our winemaker based on the flavor profile of each vineyard and specific flavor characteristics of the French oak barrels. All of our wines can be enjoyed now, but we recommend cellaring this wine over the next 5-7 years.

Technical Data:

Varietal: 100% Pinot Noir

Barrel Program:

100% French Oak aged 11 months
(40% new, 35% 1 year, 25% 2-3 years)

Cooperage:

Billon, Remond, François Frères, Mercury, Seguin Moreau, Marcel Cadet

Harvest Dates:

September 1st-12th, 2007

Released: Spring 2009

Cases Produced: 423

TA: .53g/100ml

pH: 3.75

RS: .05 g/100ml

Alc: 14.5%



2008 Russian River Valley
Gewurztraminer

This wine opens with an inviting fragrant nose of honeysuckle, melon and a hint of vanilla bean. Although dry in residual sugar, bright fruity flavors of peach nectar and pear are backed by a crisp acidity, creating balance and depth. Most of this wine was tank fermented, which helps keep the wine crisp and vibrant, but a small percentage was barrel fermented, thereby intensifying its creamy mouthfeel and adding more complex layers of flavor. Enjoy this versatile wine with seafood, mildly spiced Asian cuisine or the classic Alsatian pairing of smoked sausage.

Technical Data:

Vineyard Source:

100% Saralee's Vineyard

Varietal:

100% Gewurztraminer

Barrel Program:

87% Tank fermented,
13% barrel fermented

Harvest date:

October 16th, 2008

Released: spring 2009

Cases produced: 330

TA: .56g/100ml

pH: 3.3

Alc: 14.0%



News from the Winery...

Estate vineyard update

In May of 2007 we planted the first 5 acres of Pinot Noir on the estate. Broken into two separate blocks and planted to separate clones or field selections, the young vines look amazing. We're thrilled with the progress during these first two years. We had an outstanding "take rate" when we grafted our Pinot Noir clones onto the rootstock. Under the watchful eye of our vineyard manager, Ulises Valdez, we saw a success rate of more than 95% take overall. We are well on pace to see our first small harvest in 2010. We also want to introduce you to the first two blocks we've planted....



Just as you enter the property, on your left hand side, you'll see a 2 acre block called **Harper's Rest**. Named in honor of Ruben Harper, the man that homesteaded our estate in the mid-1800's, this small block is planted to 100% Pommard, sourced from the Ulises Valdez UV Vineyard.

Just west of our tasting room you'll see the **Two Birds** block. The name comes from the nickname founders Al and Janis McWilliams have for each other - "Bird".



The 3 acre block is planted to equal parts Swan, Pommard, and a third suitcase selection sourced from a well know Domaine in Burgundy – legally we're not allowed to discuss its origin, but we think you can figure it out!

We've gone solar!

As part of our ongoing commitment to the environment and sustainability, we've begun the process of converting to solar energy. In August we installed enough solar panels to provide power for approximately 50% of our estate's power needs. With the construction of our winery, we'll install the final section of solar panels, which should supply us with enough energy to be completely solar powered!

The Oak Grove and The Terrace

We are happy to announce that we have expanded our gardens to enable us to host exclusive A-List events, private tastings, and enable you to host your own private events.



Schedule a Private Tasting with the owners It is always a pleasure to meet our A-list members in the Tasting Room, but oftentimes we don't have enough time to visit one on one. As a means to get to know you better and to share more insight on our vineyards and winemaking, we are now offering private tastings in our newly expanded Japanese gardens.



A McWilliams family member will lead you through a unique tasting, away from the general public, which will highlight our single vineyard and small production wines. We can also arrange to have a gourmet picnic afterward, specifically chosen to complement our wines.

Host your own private event at Arista

Are you looking for a unique venue for your upcoming birthday party, rehearsal dinner, wedding reception, or corporate team building event? We now offer our extraordinary wine country setting for private events. The layout of our gardens makes possible a wide range of options for your personal needs. Whether your event is a small, casual gathering or a large, formal affair, our spectacular setting can make it unforgettable.

For reservations and more information on private tastings, picnics and events please contact our [Tatiana McWilliams](#) at (707) 473-0606.

Upcoming Events

March 20th & 21st, 2009

PIGS AND PINOT: Join us along with 50 other hand selected, highly acclaimed Pinot Noir producers at the 4th annual Pigs and Pinot at the Hotel Healdsburg's Dry Creek Kitchen. The celebratory weekend offers a series of intimate dining and educational events hosted by Chef Charlie Palmer.

For more information, [click here.](#)

May 23rd, 2009

PAELLA AND PINOT

Join us on the Saturday of Memorial Day Weekend for our 1st Annual Paella and Pinot Party! Enjoy live music while we pair several types of paella with our Pinot Noir. We will be pouring barrel samples of our 2008 vintage.

Space is limited; for ticket information visit [AristaWinery.com](#)

June 28th, 2009

PINOT DAYS: Join us at one of the best Pinot Noir tastings in the United States. This annual event held at Fort Mason in San Francisco brings together the finest Pinot Noir producers in North America under one roof.

For tickets and more info visit [www.PinotDays.com](#)

September 21st-23rd, 2009

SONOMA GRAPE CAMP: We will be hosting the opening dinner for the 2009 Sonoma Grape Camp. Spend three blissful days picking grapes and blending your own wine with your very own hands. Dine with new friends in the vineyards and on the banks of the Russian River enjoying the warm nights and radiant sunsets.

For tickets and information, visit [SonomaGrapeCamp.com](#)



Additional Information

Helpful tips about ordering, shipping, and wine pick-ups

Ordering

The best way to place your order is to go to our website www.aristawinery.com.

From there click on "[Purchase Allocation](#)" to view your allocation and place your order. Please contact us by phone or email if you have any questions about logging in. Orders may also be placed by phone during normal business hours at (707) 473-0606. Orders are filled on a first come, first serve basis.

We will always try to fulfill your full allocation, but cannot guarantee it. In the event that the response to a mailing exceeds our projections, we may not be able to fulfill your full request. In this case, we will note what your order was, and not hold that against your future allocations. Again, this is why an immediate response is recommended.

Please don't forget to fill out the wish list for additional bottle requests. We can't guarantee that we will always be able to fulfill the request, but it doesn't hurt to ask. Also, we will factor in your request for more bottles in your subsequent allocations.

Orders submitted without payment will not be processed. Also, we are unable to "hold" your allocation until we receive your payment.

Shipping

Please provide a valid e-mail address, as we will notify you in advance of shipping. Wines will ship in April, weather permitting. We will always make sure wines are shipped at the beginning of the week in an attempt to avoid wines being held at a shipping center over the weekend.

Someone over 21 years of age is required to sign for the wine shipment during regular business hours.

Wine Pick-up

Please select "CA Pick-up" on the order form if you intend to pick your wine up at our winery.

Wines will be available for pick up at winery after April 13th between 11am and 5pm.

If you have chosen to pick up your wine, please note that the last day for Spring pick up is May 10th. On May 11th we will ship your wines to the shipping address listed on your account and bill your account for appropriate shipping costs.

Storing Your Wines

Always seek to store your wines in a temperature controlled wine cooling system. We recommend storing the wines at approximately 55 degrees with a humidity level of approximately 60%.

If you don't have a wine storage system, try to store your wines in a cool, dark place like a closet. The most important thing is to find a stable temperature environment. Spikes in temperature will do more damage to your wines than storing them at a constant temperature level.

When possible, always try to store your wine lying on its side. This will allow the corks to stay damp and decrease the odds of your corks drying out, which can affect the way the wines develop in the bottle.



ARISTA WINERY

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