

ARISTA WINERY

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



FALL RELEASE 2011

Introducing Arista's First Estate Pinot Noir Release

We are very excited to announce our first estate Pinot Noir, the 2009 Two Birds Estate Vineyard Pinot Noir. The inaugural release marks the culmination of several years of patient planning and meticulous care of the vineyard. Al and Janis McWilliams purchased the 36 acre property in 2004 & oversaw the plantings of the four separate estate vineyards over the past six years. After purchasing the estate, we carefully studied our site with a team of scientists to accurately determine soil chemistry and composition. The conclusion was reached that there was such diverse soil makeup that instead of planting a single vineyard we should break the property into four separate vineyards to capture the uniqueness of our terroir.

With a solid understanding of our soil composition, we were able to make the critical decisions of selecting the various rootstocks and clones for each block. Each vineyard's rootstock was planted and allowed to grow for a year to establish the root system before our highly skilled vineyard team grafted the specific clones of Pinot Noir to the rootstock. Once the grafting was complete, a few more years of patience was required before the first harvest from the estate. Each of the four vineyards are a unique combination of soil, microclimate and clonal selections of Pinot Noir that come together to create a clear expression of our terroir.

The first of the four vineyards to produce wine is the Two Birds Vineyard. This vineyard is approximately 3 acres planted and has a Southeast facing slope. It is planted to Pommard, Swan, and Calera and only produced 270 cases for its inaugural vintage in 2009. This vineyard is named in honor of proprietors Al and Janis McWilliams who call each other "bird". The "two birds" get to look at their vineyard from their home and enjoy the first release this fall. More information on this vineyard and wine can be read on our [tasting note](#).

DATES TO REMEMBER

August 22nd

Fall allocation is released

September 30th

Fall allocation closes

Saturday, October 29th

Fall allocation [Pick Up Event](#) at the winery

November 7th

Wines begin shipping

October 29th

– Nov. 27th

Wines available for pick up at the winery

November 27th

Unclaimed wine will be shipped to the address on file



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ARISTA

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Arista Food & Wine Experience Now Includes a Sensory Garden Experience

vegetable, fruit, and herb gardens. During the tour he will walk you through our selection of heirloom tomatoes including Green Zebra, Brandywine and Cherokee Purple. You will learn about the different types of lettuce including lollo rossa lettuce, butter lettuce, red mustard greens, Tatsoi, arugula, red oak lettuce and Mizuna greens. You will also be able to personally harvest some items from the garden like beets, celery, heirloom carrots, cucumbers, pumpkins, autumn squashes, or watermelons for Chef to incorporate into your food & wine experience later in the day.

While Chef is busy preparing the food you harvested, you will continue the estate tour of our vineyards on our custom built Arista "Humvees". The hands on

experience takes you down the vine rows and lets you touch, taste, and see what is going on in the cycle of the vineyard. During this part of the tour we'll also point out our micro-farm which includes chickens, sheep, goats and pigs, and we'll explain the roll each of these animals play in the working of our estate.

We are very excited by the full sensory experience now being offered at Arista. Chef Oliver is able to vividly demonstrate the coming together of estate grown and locally sourced ingredients with our small lot, hand crafted wines. Don't miss out on this exclusive A-List benefit!

The next time you have plans to be in the Russian River Valley, make a reservation for the Food and Wine Experience at Arista. This new program is only offered to our A-List members and a few select resort and hotel concierge in the area.

When you reserve your Arista Food & Wine Experience, Estate Chef William Oliver will greet and host you with a guided and interactive tour through the winery's



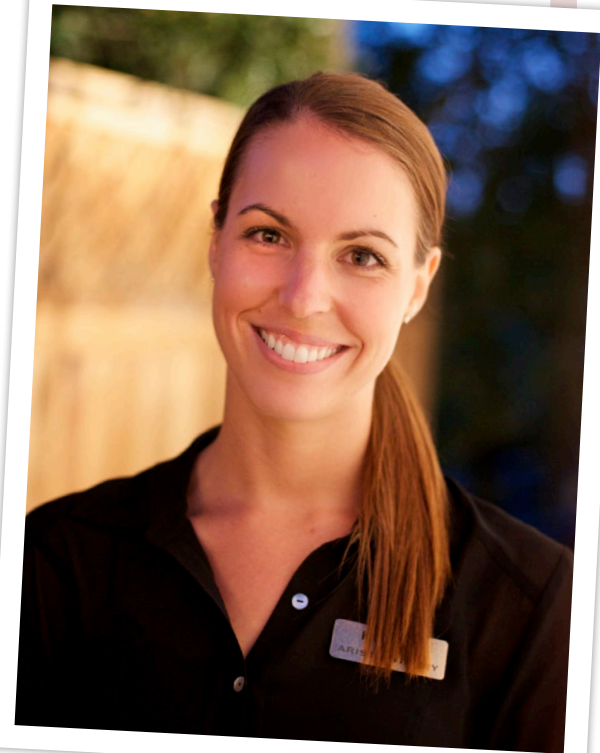
To reserve, please call 707-473-0606 or email ben@aristawinery.com. Food & Wine Experience is offered Thursday-Saturdays at 11:00 AM or 2:00 PM. Exclusive to A-List Members at \$55 per person.

jeff connelly



- ✦ Besides working in the Arista tasting room on Fridays and Sundays, Jeff loves waiting tables. He worked as a waiter for Charlie Palmer and currently works for Cindy Pawlcyn in Napa.
- ✦ In his spare time, Jeff has visited over 300 local wineries and would love to tell you all about his experiences and recommendations for when you are not at Arista. Jeff visited 177 wineries before deciding to work at a tasting room. He met the McWilliams when working at Dry Creek Kitchen and was recruited to put that charm at good use for our customers.
- ✦ The McWilliams instantly loved Jeff since he is a fellow Texan. He moved from Houston in 2003.
- ✦ Jeff loves talking about his motorcycle. His favorite local coastal drive is on highway 1 between Bodega bay and Jenner.
- ✦ Jeff just got engaged to Becky in May and will be married at Arista in August 2012.

- ✦ Kelly decided she had to join the Arista team on her first visit to the tasting room. She could not help but notice the tasting room staff, Andy and Mike, joking and laughing with the McWilliams and other customers and thought, "This is a place I want to work since everyone is having so much fun!"
- ✦ Kelly just celebrated her 3rd year anniversary as an Arista employee and was treated to a delicious lunch, a Starbucks card, and a wonderful card of appreciation. She is very thankful and knows she's a lucky employee!
- ✦ If you have had a wedding at Arista or plan to get married here, you will often see Kelly helping coordinate "behind the scenes" and keeping the brides and grooms very happy!
- ✦ In her spare time, Kelly likes to go for runs at Spring Lake, loves to lay by the pool and read a good book, go to baseball games (preferably 1st row by the 3rd baseline), or stay active with outdoor activities like hiking, biking and canoeing on the Russian River!



Kelly Mocny



2009 Two Birds Estate Vineyard Pinot Noir, Russian River Valley

The inaugural release from our estate vineyard is a dark intense wine reflecting both the outstanding vintage and the potential of this young vineyard. As the wine opens up, wild cherry and plum leap from the glass. In the background distinct notes of cinnamon, vanilla and hints of peppermint are apparent. Velvety tannins layered with concentrated flavors of cassis, plum and rich ripe berry flavors create an enticing combination of flavor and texture on the palate. The 2009 Two Birds Estate Pinot Noir is enjoyable now but will continue to gain depth and complexity with 6-8 years in the cellar.

Technical Data:

Varietal:

100% Pinot Noir

Vineyard Source:

100% Arista Estate, Two Birds Block,
Russian River Valley

Barrel Program:

40% new , 60% 2-3 year

Cooperage:

Billon, Remond, Marcel Cadet

Harvest Dates:

September 2nd, 2009

Released: Summer 2011

Cases Produced: 270



2009 Mononi Vineyard Pinot Noir, Russian River Valley

WINE ENTHUSIAST: 92 | PINOT REPORT: 93

The 2009 Mononi Vineyard Pinot Noir has inviting raspberry and dried cherry notes with hints of rose petal aromatics that leap from the glass. Restrained yet complex layers of black cherry, pomegranate and bittersweet chocolate flavors are enhanced by subtle tannins and sweet oak which adds texture and mouth-feel. The gentle flavors and textures of this enticing wine will continue to unfold with time and undoubtedly will result in a very luscious Pinot with layers of flavor and dimension. Enjoy now through 2016.

Technical Data:

Varietal:

100% Pinot Noir

Vineyard Source:

100% Mononi Vineyard,
Russian River Valley

Barrel Program:

38% new, 23% 1 year, 38% 2-3 years

Cooperage:

Seguin Moreau, Remond,
Francois Frere

Harvest Dates:

September 4th - September 8th, 2009

Released: Summer 2011

Cases Produced: 310



2009 Ferrington Vineyard Pinot Noir, Anderson Valley

WINE ENTHUSIAST: 92 | PINOT REPORT: 93

The 2009 Ferrington Vineyard Pinot Noir opens with inviting layers of fruit and spice aromas. First, fresh fruit aromas like cranberry and black raspberry lead and are followed by subtle spice notes of cinnamon and pumpkin pie. On the palate, this medium bodied wine shows dark fruit like Satsuma plum and black raspberry as well as a citrus flavor like blood orange. Velvety tannins extend the length of this wine's soft finish. Enjoy now through 2018.

Technical Data:

Varietal:

100% Pinot Noir

Vineyard Source:

100% Ferrington Vineyard,
Anderson Valley

Barrel Program:

44% new, 22% 1 year, 34% 2-3 year

Cooperage:

Marcel Cadet, Remond, Billon

Harvest Dates:

September 8th, 2009

Released: Summer 2011

Cases Produced: 213

2009 Perli Vineyard Pinot Noir, Mendocino Ridge



The 2009 Perli Vineyard Pinot Noir displays dark fruit and earthy aromas that foreshadow the wine's depth and strength. Dark cherry, plum and ripe strawberry greet the palate. The fruit on mid palate of the wine is pronounced and accentuated by the natural acidity and firm tannins. The high elevation and poor soils of this vineyard serve to minimize yield and prolong the growing season for this coastal mountain vineyard resulting in low yields, firm tannins, dark color, and a distinct minerality. This wine shows a wonderful balance of full flavor and crisp acidity which bode well for the wine's ability to age in cellar. Enjoy now through 2018.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
Perli Vineyard, Mendocino Ridge,
Mendocino County

Barrel Program:
25% new, 25% 1 year, 50% 2-3 years

Cooperage:
Mercury, Remond

Harvest Dates:
September 9th-16th, 2009

Released: Summer 2011

Cases Produced: 177

2009 Woodruff Vineyard Pinot Noir, Santa Cruz Mountains

WINE ENTHUSIAST: 93 | PINOT REPORT: 93



The 2009 Woodruff Vineyard Pinot Noir is an impressive wine that expresses both the uniqueness of terroir and the delicate balance of flavor and complexity captured only from very mature vines, 35 year old Pinot Noir plantings. Initially, subtle floral aromas of rose petals and violet evolve into fruit like Bing cherry and currant and finally into hints of black licorice or anise. The deliciously smooth flavors unfold on the palate as the wine opens. Layers of flavor range from raspberry cream, black cherry, sweet tobacco with a touch of minerality. This medium body wine begs for time in the cellar. Enjoy now through 2025.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Woodruff Vineyard,
Santa Cruz Mountains

Barrel Program:
33% new, 67% 2-3 years

Cooperage:
Loureiro, Marcel Cadet

Harvest Dates:
October 9th, 2009

Released: Summer 2011

Cases Produced: 60

2009 Hawk's View Vineyard Pinot Noir, Willamette Valley



The 2009 Hawk's View Vineyard Pinot Noir opens with hints of red fruit like cranberry and raspberry as well as enticing spice aromas like cinnamon, clove and sandalwood. The wine seamlessly melds earthy flavors of mushroom with the delicate fruit flavors of raspberry and dried cherry. This medium bodied Pinot Noir has mild tannins, a smooth and delicate mouth feel along with a racy acidity to create an amazing food pairing wine. Early on this wine will benefit from decanting otherwise patiently wait for this wine to evolve over the next 5-7 years.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Hawk's View Vineyard,
Willamette Valley, Oregon

Barrel Program:
20% new, 80% 2-3 year

Cooperage:
Francois Frere, Remond, LeRoi

Harvest Dates:
October 9th, 2009

Released: Summer 2011

Cases Produced: 230

2011 Fall A-List Release Event

Saturday October 29th from 11 am to 2 pm

Join us for an event exclusive to A-List members on Saturday October 29th. This will be a special opportunity to taste the wines in the fall offering paired with Chef Oliver's appetizers. Don't miss the 2009 Two Birds Estate Vineyard Pinot Noir, Hawk's View Vineyard Pinot Noir and Woodruff Vineyard Pinot Noir; Ferrington Vineyard Pinot Noir and the Perli Vineyard Pinot Noir are also back this year! This complimentary event is a great way to pick up your fall allocation orders and should not be missed. We look forward to seeing you!

Please RSVP when you place your Fall Allocation order by selecting "Pick Up at Winery" in the shipping information box, or by emailing our A-List Concierge, Kim Lapidés at kim@aristawinery.com.



Cold Chain Shipping Now Available!

We are excited to announce that Arista Winery is now using "Cold Chain" shipping, which we recommend for transporting our wines when weather across the country exceeds 65 degrees. This shipping method transports and stores your wine (during the evening and weekends) at a stable 55 degree temperature until it reaches one of four hub stations throughout the United States. From there, Fed Ex Express picks up the shipment for overnight delivery to you. Shipments leave California on a Friday and are delivered to Midwest states by Wednesday and East Coast states by Thursday. We are offering a 50% discount on the "Cold Chain (Fed Ex)" Shipping option on 12 bottles or more for the fall allocation orders. This shipping option is now displayed on your order confirmation as one of your shipping options.



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 go to our [Allocation Page](#) and log-in 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 number of additional bottles you would like to request in the "Request amount above your allocation" box. 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. A new feature on our updated website is the ability to purchase wine shop items with your allocation order. Use the "Keep Shopping" button to add wine shop wines to your allocation order.

Orders submitted without payment will not be processed. 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. Orders submitted with the UPS Ground shipping option will ship Monday, November 7th. We will always make sure that UPS Ground shipments are shipped at the beginning of the week in an attempt to avoid wines being held at a shipping center over the weekend.

Orders submitted with the FedEx Cold Chain shipping option will ship Friday, November 4th. You will receive a confirmation email from our A-List Concierge confirming your shipment date so you can plan to sign for your wine delivery.

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

WINE PICK-UP

Please choose your pick up option carefully when you place your order. Select "Pickup at Winery" (shipping information box) to attend the Saturday party at Arista on October 29th from 11 am to 2 pm. You will receive an event confirmation with details to our Pick Up Event from our A-List Concierge.

Wines will be available for pick up at winery as of October 29th between 11am and 5pm. If desired, you can pick your wine up sooner by calling the winery for a pick-up time.

If you have chosen to pick up your wine, please note that the last day for Fall pick up is November 27th. Wines not picked up by November 27th will be shipped starting November 28th.

STORING YOUR WINES

Always seek to store your wines in a temperature controlled wine cooling system. We recommend storing the wines at approximately 55° 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.



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