

ARISTA WINERY

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

SPRING RELEASE 2011

Introducing Arista's Food & Wine Experience

Arista Winery is dedicated to showcasing the finest expression of Pinot Noir from Russian River Valley. A critical part of the expression is the interplay of wine and food. To that end, we have constructed a new facility which is perched on a knoll overlooking the Russian River Valley and surrounded by our estate vineyard and gardens. Further, we're pleased to announce we've hired executive Chef William Oliver and tasked him with designing a truly unique Food and Wine Experience that is based around our wines and estate and locally sourced vegetables, herbs, and meats. The best part is it's only offered to our A-List members and your guests!

We invite you to reserve a time for the Food & Wine Experience, a five course wine and food pairing, where Chef Oliver will demonstrate how locally sourced, seasonal food is the key to unlocking Pinot Noir's delicate flavors and nuances. Chef Oliver most recently developed the food and wine program at Mayo Family Winery in Sonoma Valley. He has also worked at Clos Pegase Winery and Folie a Deux Winery. However through this extensive cooking and wine exploration, he has honed-in on his favorite wine region, the Russian River Valley, and specifically the Middle Reach where Arista resides. We look forward to hosting you on the estate starting this spring. *[Please see page 3 for the spring 2011 menu and reservation details.](#)*



DATES TO REMEMBER

February 22nd
Spring allocation is released

April 2nd
Spring allocation closes

April 9th – 10th
Wines available at [Pick Up Weekend](#) at the winery

April 12th
Wines begin shipping
(weather permitting)

April 9th – May 9th
Wines available for pick up
at the winery

May 10th
Unclaimed wine will be
shipped to the address
on file

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The 2009 vintage was one of those funny years where location and wine varietals produced determined whether the grower had an extraordinary year or a heartbreak year.

Like many past California vintages, rain split the harvest into two vintages. Grapes picked before the rain produced fantastic wines – possibly some of the greatest wines produced in decades. However, later ripening varieties like Cabernet Sauvignon had to endure two rains before they were picked which turned a dream vintage into, well, something less than dreamy.

The 2009 vintage really began with the bumper crop of 2008 and the cold soggy end to the year. In early 2009 the weather began to change. January through May of 2009 was unusually warm and dry which created very little issues in the vineyard. As a matter of fact, most of the 2009 vintage was marked by cooler than normal but nearly ideal growing conditions. Even July and August, which often have heat spikes that can quickly accelerate the onset of harvest, were cooler than normal and absent of any significant heat spikes.

As August turned to September we began to sense that, so long as Mother Nature continued at this pace, we were in for a special vintage. Some of our younger vineyards, as anticipated, were beginning to reach optimum flavor in early September. However general flavor and phenolic ripeness were lagging behind “typical” vintages. A mild heat bump the second week of September was enough to begin the gentle cascade of harvest. Over the course of the next three weeks our vineyards throughout the Russian River Valley, Sonoma Coast, and Anderson Valley ripened and were picked.

Vineyard after vineyard, as the fruit arrived on the crush pad, you could literally taste and see that our grapes were part of an extraordinary vintage. All of these 2009 appellation wines show amazing color, incredible fragrance, and astonishing depth – even at a young age. The beautiful part about these wines is that as approachable as they are immediately upon release we believe they will have 6-8 years, if not a decade, of cellar potential in front of them.

A new debut in our lineup is the 2009 Mendocino Ridge Pinot Noir. Many of you remember our 2007 Perli Vineyard from the Mendocino Ridge appellation. It was an amazing wine and an instant sellout from the mailing list. We did not release a 2008 Perli Vineyard because we declassified the wine due to the smoke taint issues from the forest fires in Mendocino County. This year we will have both the vineyard designate Perli Vineyard (released this fall) and the Mendocino Ridge blend which is comprised mainly of the barrels that did not fit into the reserve blend. The Mendocino Ridge blend is an amazing wine and we are sure it will become an immediate success much like it's big brother, the Perli Vineyard designate wine.

It is with great enthusiasm and pride that we announce the release of our **2009 Sonoma Coast Pinot Noir, 2009 Russian River Valley Pinot Noir, 2009 Mendocino Ridge Pinot Noir, and 2009 Longbow Pinot Noir.**

Enjoy!

Mark McWilliams

Proprietor

Spring 2011 Menu

Smoked Local Duck Breast | Sweet Potato Fritter | Caramelized Onion Jam
Raspberry-Molasses Gelee & Duck Jus
2009 Russian River Valley Pinot Noir

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Poussin Roulade | Fennel-Coriander Slaw | Strawberry-Peppercorn Mole
2008 La Cruz Vineyard Pinot Noir

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Pork Tenderloin Slider | Huckleberry "Ketchup" | Burdock Root-Cola Roll
2008 Bacigalupi Vineyard Pinot Noir

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Lamb Shank Mhu Shu | Oven Dried Plum Sauce | 5 Spiced-Herb Crepe
Arugula-Cabbage "Chow Chow"
2008 Mononi Vineyard Pinot Noir

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Veal Osso Bucco | Whole Grain Mustard Spatzele
Chanterelle Mushrooms & Brussel Leaves | Red Current Jus
2008 Toboni Vineyard Pinot Noir



- ~ The Food & Wine Experience is offered exclusively to A-list members.
- ~ All reservations require advanced 48-hour reservation. Credit cards will be charged 48-hours prior to reservation and is non-refundable once charged.
- ~ Offered Thursday, Friday, Saturday, 11:00 AM or 2:00 PM, limited to 8 people per seating.
- ~ Food & wine subject to change, based on season and availability
- ~ Email ben@aristawinery.com with your requested reservation.
- ~ \$55 per person.

2009 Sonoma Coast Pinot Noir



This Sonoma Coast appellation blend begins with bright, red fruit and citrus notes. Although less than 20% of the barrels used in the blend are new, there is still a delicate smoky or cocoa aroma combined with the fruit to create an inviting nose. The first sip is greeted with red fruit like cranberry or pomegranate. The crisp acidity refreshes the palate while the subtle, sweet oak notes enrich the mouth-feel of this medium bodied wine. Enjoy this wine now but cellaring over the next 3-5 years will continue to evolve the wine gracefully.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Sonoma Coast

Barrel Program:
16% new , 25% 1 year, 59% 2-3 year

Cooperage:
Sansaud, Mercury, Remond,
Francois Frere

Harvest Dates:
September 1st - October 1st, 2009

Released: Spring 2011

Cases Produced: 265

2009 Russian River Valley Pinot Noir



The Russian River Valley Pinot Noir is a beautifully structured, complex blend sourced from seven small vineyards. Classic Russian River aromas of dark berries, earth, and tea leaves set the stage for this inviting wine. On the palate dark fruit notes of cherry, plum and sassafras reinforce the initial aromatics. The velvety texture from French oak tannins perfectly compliments the dense core of dark fruit and spice. The resulting finish lingers and begs for a second sip. Enjoy this wine now but cellaring over the next 6-8 years will improve the complexity of this wine.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Russian River Valley

Barrel Program:
6% new , 15% 1 year, 79% 2-3 year

Cooperage:
Leroi, Mercury, Remond, Francois
Frere, Seguin Moreau

Harvest Dates:
September 1st - October 1st, 2009

Released: Spring 2011

Cases Produced: 739

2009 Mendocino Ridge Pinot Noir



The Mendocino Ridge blend makes its debut in our 2009 line up of wines. Comprised mostly of barrels from the Perli Vineyard that didn't fit the final, vineyard designate, this wine is a great demonstration of an appellation we believe has tremendous potential for producing world class Pinot Noir. Aromas of smoked bacon, vanilla and black tea are immediately apparent in the nose. An underlying core of dark fruit aromas soon follows. The texture on the palate is amazing. Silky tannins are layered with inviting flavors of anise and Bing cherry. Bottled unfiltered, the wine finishes with a long and pleasantly rich note. A good candidate for aging over the next 6-8 years.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Perli Vineyard

Barrel Program:
40% new , 17% 1 year, 43% 2-3 year

Cooperage:
Marcel Cadet, Remond, Saury

Harvest Dates:
September 9th - September 16th, 2009

Released: Spring 2011

Cases Produced: 277

2009 Longbow Pinot Noir



The Longbow Pinot Noir is our flagship wine, a blend from hand selected barrels from specific vineyards within the Russian River Valley. The nose leads with layers of fruit like plum and cherry jam as well as an underlying seductive, smokey aroma. On the palate, bold yet balanced notes of plum jam and black cherry overlap with hints of black tea, cigar and cola. The silky texture and depth this wine boasts will continue to integrate gracefully with it's fruit flavors as the wine ages. Enjoy this wine young but save a few bottles for cellaring over the next 6-8 years.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Russian River Valley

Barrel Program:
41% new , 18% 1 year, 41% 2-3 year

Cooperage:
Sansaud, Mercury, Remond, Francois Frere, Loureiro

Harvest Dates:
September 1st - October 1st, 2009

Released: Spring 2011

Cases Produced: 493

MORE GROWTH AT ARISTA

Meet Leslie Fravel

Arista's new Private Events Coordinator, Leslie Fravel, is now helping Tatiana McWilliams with coordinating private events at Arista. Leslie comes with an extensive 12-year catering background with Park Avenue Catering, a premier catering company in the North Bay. She has overseen more than 300 plus events ranging from intimate dinners, fundraisers, celebrity galas, and her personal favorite—weddings! Leslie brings her wonderful energy, warmth and personal attention to the guests of Arista Winery and is honored to be working with such a dynamic and passionate family!



Leslie lives in Santa Rosa with her husband and is a proud mother of two beautiful children. Call the winery or email her at leslie.fravel@aristawinery.com to inquire about hosting your private event at Arista!

Expansion of Renewable Energy

In December we added to our existing solar infrastructure on the estate. Our latest solar installation produces an additional 7500 kWh worth of energy annually. When combined with our first installation in 2008 we now rely on solar power for over 75% of our total energy needs. We are committed to solar energy on the estate and will continue to look for opportunities to move towards other renewable technologies as we continue to grow.



UPCOMING EVENTS

March 18-19, 2011 - Healdsburg, CA.

PIGS AND PINOT, HOTEL HEALDSBURG

We invite you to join Arista Winery at the sixth annual Pigs & Pinot event at Hotel Healdsburg where Chef Charlie Palmer hosts a series of dining and educational events featuring the world's best Pinots and pork pairings. The two day event kicks-off with the famous Friday night event where guests can sample 60 Pinot Noir's served along a variety of pork dishes.

Check out www.hotelhealdsburg.com/pigsandpinot for availability of tickets for this year's event or to save the date for next year!

April 9-10, 2011 – Arista Winery

A-LIST SPRING PICK UP WEEKEND

Join us for an event exclusive to A-list members. Taste the Spring Appellation wines, the 2009 Sonoma Coast Pinot Noir, 2009 Russian River Valley Pinot Noir, 2009 Mendocino Ridge Pinot Noir, and 2009 Longbow Pinot Noir expertly paired with local, season foods by our Chef William Oliver. Mingle with the McWilliams and Arista staff on one of our new estate event areas. This event is from 11 am to 5 pm both April 9th and April 10th and is complimentary exclusively to A-list members!

Please RSVP when you place your Spring Allocation order by selecting Pick Up Saturday or Pick Up Sunday in the Shipping Options box, or email our A-list Concierge, Kim Lapides at kim@aristawinery.com.

May 28, 2011 - Arista Winery

3RD ANNUAL PINOT & PAELLA

Save the date for our 3rd Annual Pinot & Paella on May 28th from 11 am to 2 pm! Tickets are now for sale in our [Wine Shop](#). Join us for a fun afternoon of Pinot and Paella on Memorial Day weekend. Nationally recognized paella master, Chef Gerard Nebesky, will be pairing three distinct paellas with our summer wine releases. We'll be pouring newly released wines as well as offering a limited selection of our library wines for sale. Don't miss out on this annual afternoon of great wine, food and music!

A list Members: \$55.00 (up to 6 discounted tickets per member). General Public and walk-ins: \$65.00

August 27, 2011 – Arista Winery

A-LIST HARVEST DINNER

Save the date for our first annual A-list Harvest Dinner! We will host you on our estate as we celebrate the start of our 2011 grape harvest. More details of price, menu and festivities for the evening will be announced in the coming months.

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. Wines will ship the week of April 12th, 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 choose your pick up option carefully when you place your order:

- Select "Pickup - Saturday 4/9/11" (shipping options box) to attend the Saturday party at Arista on April 9th from 11 am to 5 pm.
- Select "Pickup - Sunday 4/10/11" (shipping options box) to attend the Sunday party at Arista on April 10th from 11 am to 5 pm.

Wines will be available for pick up at winery as of April 9th 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 Spring pick up is May 9th. Wines not picked up by May 9th will be shipped starting May 10th.

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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