

ARISTA WINERY

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

SPRING RELEASE 2012



As we welcome in 2012, the memories of the 2011 vintage are still fresh in our minds. The young wines are currently tucked away in the cellar and have begun their year-long aging process in barrel. The potential of the 2011 vintage is excellent despite another challenging growing season in wine country. Though the weather patterns in the spring and early summer created conditions that limited ultimate yields at harvest, the summer and early fall proved to be ideal for perfect ripening of our grapes. Diligence on the part of our growers and in the vineyard and nerves of steel by our winemaker allowed us to get almost 100% of our fruit in before the early October rains. By the time these rare, early storms began to affect the county's grape crop we had fully harvested our fruit and had the wines safely resting in barrel. We are excited to update you on the progress of these incredible 2011 wines throughout this year.

In the mean time, it's with great excitement that we begin to release the first wines from the 2010 vintage. This spring offering includes the **2010 Sonoma Coast Pinot Noir**, **2010 Russian River Valley Pinot Noir**, **2010 Longbow Pinot Noir**, **2010 Bacigalupi Vineyard Pinot Noir**, and the **2011 Ferrington Vineyard dry Gewurztraminer**. An in depth 2010 vintage recap can be found on page 2 but as a reminder the yields were extremely low due to weather conditions. As a result allocations will be lower, and it is anticipated that wines from each offering this year will sell out quicker than normal. To see the full release schedule for this year, including our new wine releases, please click [here](#).

We look forward to seeing you at Arista in 2012!
The McWilliams Family

DATES TO REMEMBER

January 30th
Spring allocation is released

March 11th
Spring allocation closes

April 2nd
Spring allocation wines ship

April 21st
Spring allocation [Pick Up Event](#) at the winery

April 2nd – May 2nd
Wines available for pick up at the winery

May 3rd
Unclaimed wine will be shipped to the address on file

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ARISTA

IN THIS ISSUE

[2010 Vintage Recap](#)
[Arista's Food & Wine Experience](#)
[Arista Staff Spotlight](#)

[2012 Spring Releases](#)
[Upcoming Events](#)
[Additional Information](#)

The 2010 vintage proved to be an extremely challenging vintage as Mother Nature seemingly used every trick in her bag to test our growers – and us.

The year began with record breaking cold temperatures throughout the spring, which delayed budbreak. May brought near historic rains (20 out of 31 days saw rain), which greatly reduced yields because of the interference of bloom and the vines ability to set a normal crop load. Achieving vine balance took great effort because the clusters that did set then matured unevenly.

Summer was very cool and we seemed to have heavy, dense fog on a daily basis, which further slowed the ripening process. In many of our vineyards, growers were forced to drop additional fruit and pull leaves to open the vine canopy in order to improve sun exposure and airflow in hopes of ripening at least some crop.



In August, Mother Nature reversed course and gave us sun – plenty of sun! Many parts of the county saw 100° and higher temperatures for numerous days in a row. The sunlight and record heat damaged much of the county's crop because of the more open than normal canopies weren't able to protect the tender fruit from sunburn. Zinfandel in particular was most affected.

Harvest began on September 15th. Over the next five weeks each of our vineyards reached maturity and the fruit was gently hand harvested and delivered to the winery. Each of our growers showed unbelievable commitment and dedication, as they made multiple passes through their vineyards to drop any damaged or sunburned fruit before harvesting. Furthermore, we used aggressive, hand-sorting at the winery to pick out any remaining clusters that showed signs of damage.

As a result our yields were as small as we've ever seen but the quality remained high. Alcohol levels were slightly lower and the wines show beautiful balance and texture. Vintages like 2010 bring out the best in our vineyard and winemaking team as it forces us to anticipate, observe and respond to each vineyard site. Anyone can make great wine in an easy vintage. Continuing to make great wine in a challenging vintage is a badge of honor!

Enjoy!

Mark McWilliams

Proprietor

Spring 2012 Menu

The Food and Wine Experience is continuing this year with great success! For those of you who have not experienced our private culinary center for a one-of-a-kind wine country experience, we invite you to join us this year. Estate Chef William Oliver has just unveiled his new menu that will feature your Spring Allocation wines that will be offered starting this April.

Dayboat Scallop Escabèche

Plantain Tacacho | Petite Mustard Greens | Guava Pepeito
2011 Gewürztraminer, Anderson Valley

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Roasted Chorizo & Aged Manchego Torta
Kohlrabi Slaw | Rhubarb Aioli | Allspice Brioche
2010 Sonoma Coast Pinot Noir

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Roasted Molasses Quail
Currant Pilaf | Fennel Soubise | Confit Ramps
2010 Russian River Valley Pinot Noir

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Roasted Ono
Pluot Gastrique | Rutabaga Puree | Spiced Favas
2010 Bacigalupi Vineyard Pinot Noir, Russian River Valley

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Morel & Venison Tenderloin
Cherry Spoon Bread | Rapini | Cocoa Jus
2010 Longbow Pinot Noir, Russian River Valley

The Food and Wine Experience is a program available exclusively for our A-list members and can be arranged by emailing Chef Oliver at chef@aristawinery.com or by calling the winery at 707-473-0606.

Pricing is set at \$65 per person, and seatings are offered at 11:00 am and 2:00 pm Thursday thru Saturday. Other days may be available by request.



UPCOMING EVENTS

Remember to check out our website for the latest information on all 2012 events for A-list members [here](#).

March 23- 24, 2012 – Healdsburg, CA

PIGS AND PINOT, HOTEL HEALDSBURG

We invite you to join Arista Winery at the seventh annual Pigs & Pinot event at Hotel Healdsburg where Chef Charlie Palmer hosts a series of dining and educational events featuring the world's best Pinot and pork pairings. The two day event kicks-off with the famous Friday night event where guests can sample 60 Pinot Noir's served with a variety of pork dishes, including Arista wines. This year, Arista will also be featured in the Ultimate Pinot Smackdown event on Saturday March 24 at 1:00 PM.

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

April 21, 2012 – Arista Winery

A-LIST MEMBER SPRING ALLOCATION PICK UP EVENT

This complimentary event will feature the wines from our Spring Allocation paired with appetizers created by our Estate Chef, William Oliver. Exclusive to A-List members only. The event runs from 11:00 am to 3:00 pm at our Pavilion event area and does require reservation to our A-List Concierge, Kim Lapedes. Please RSVP by choosing "Pickup at Winery" in the "Shipping Information" box of your Spring Allocation order process and Kim will confirm your attendance to the event.

May 26, 2012 – Arista Winery

4TH ANNUAL PINOT & PAELLA

Save the date for our 4th Annual Pinot and Paella event from 11 am to 2 pm at Arista Winery in Healdsburg. Nationally recognized paella master, Chef Gerard Nebesky, will be pairing his famous paellas with our most recent wine releases. Don't miss out on this annual afternoon of great wine, food and music! Menu, price and ticket information will be announced by email invitation.

UPCOMING EVENTS (CONTINUED)

June 23, 2012 – Arista Winery

A-LIST MEMBER SUMMER ALLOCATION PICK UP EVENT

Save the date for one of our A-List member Pick Up Events. This complimentary event will feature the wines from our Summer Allocation paired with appetizers created by our Estate Chef, William Oliver. Exclusive to A-List members only. The event runs from 11:00 am to 3:00 pm at our Pavilion event area and does require reservation to our A-List Concierge, Kim Lapedes.

September 8, 2012 - Arista Winery

A-LIST MEMBER HARVEST WINEMAKER DINNER

Save the date for our annual Harvest Winemaker Dinner to celebrate the 2012 grape and garden harvest. This is an intimate event featuring a five course dinner by our Estate Chef, William Oliver and hosted by the McWilliams Family and Winemaker Leslie Sisneros. Menu, price and time will be announced this summer by email invitation.

ARISTA TASTING ROOM STAFF FEATURE

- ✦ Mike first visited Arista on a recommendation from Rochioli in 2006 and tasted the 2004 Toboni Vineyard Pinot Noir poured by Al McWilliams. He loved the wine and the atmosphere of the tasting room and decided he had to join the team.
- ✦ Mike grew up on his family's old-vine zinfandel vineyard but left Sonoma County for the Marine Corps. After four years, he decided to come back to his Sonoma County roots to help with his family's vineyard. Mike currently lives in Guerneville and has a beautiful four year old daughter.
- ✦ When Mike's not at Arista, he is taking advantage of the great West Sonoma County cycling - like his favorite ride, Kings Ridge. Mike also enjoys cooking in his crock pot (he considers himself a connoisseur), and watching the UCLA football team beat the Longhorns two out of the last three times (sorry Mark!).



- ✦ Besides wine, Mike loves math and spends his weekdays as a Math Instructor at Mendocino College.

Mike Padilla



2010 Sonoma Coast Pinot Noir

The Sonoma Coast Pinot Noir opens with an inviting aroma of bright, red fruit like raspberry and wild cherry. Creamy, smooth flavors of cherry and raspberry are accentuated by the notes of sweet oak and gentle tannins. The smooth finish leaves the lingering flavors of red fruit, baking spice, and a hint of toasted French Oak. A crisp mid palate characterizes this classic Sonoma Coast blend. We recommend aging this wine for 3 to 4 years.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Sonoma Coast

Barrel Program:
5% new, 17% 1 year, 78% 2-3 year

Cooperage:
Sansaud, Mercury, Remond,
Francois Frere

Harvest Dates:
9/15/10 - 10/21/2010

Released: Spring 2012
Cases Produced: 850



2010 Russian River Valley Pinot Noir

The Russian River Valley Pinot Noir is blend of our estate vineyards as well as the Toboni and Mononi vineyards, and it opens with fresh floral aromas, creamy raspberry and cinnamon spice notes. On the palate, bright crisp flavors of Satsuma plum and cranberry lend an elegant structure to the wine. The primary red fruit profile is layered with darker cola and licorice accents. The depth and complexity expressed in this wine exemplify classic Russian River Valley characteristics. We recommend aging this wine for 3 to 4 years.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Russian River Valley

Barrel Program:
14% new, 21% 1 year, 64% 2-3 year

Cooperage:
Mercury, Remond, Francois Frere,
Seguin Moreau

Harvest Dates:
9/15/10 - 10/21/2010

Released: Spring 2012
Cases Produced: 289



2010 "Longbow" Pinot Noir Russian River Valley

The Longbow Pinot Noir is our barrel selection wine. It is chosen from Arista's most distinct Russian River Valley lots and opens with generous fruit and spice aromas. Flavors like dark cherry, plum, nutmeg, and cardamom spices immediately come to mind. Velvety textures layered with complex flavors of dark plum and black cherry are interspersed with hints of black tea, licorice and cola. This wine boasts of texture and dimension and will continue to improve nicely in cellar for the next 5 to 7 years.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Russian River Valley

Barrel Program:
46% new, 23% 1 year, 31% 2-3 year

Cooperage:
Remond, Mercury, Francois Frere,
Seguin Moreau

Harvest Dates:
9/15/10 - 10/21/2010

Released: Spring 2012
Cases Produced: 290



2010 Bacigalupi Vineyard, Pinot Noir Russian River Valley

The Bacigalupi Pinot Noir shows brambling fruit and an earthy nose, which are hallmark aromas of this historic Westside Road Vineyard. Interwoven aromas of strawberry and pomegranate combine with herbal notes of thyme, sage and bay leaf ultimately producing a delicate and sophisticated wine. Bright and focused flavors of pomegranate and raspberry highlight the wine's natural acidity. The old vines from this particular vineyard never fail to impress us and the 2010 vintage in particular showcases the complex dimension and velvety texture we love in a Pinot Noir. We recommend aging this wine for 5 to 7 years.

Technical Data:

Varietal:
100% Pinot Noir

Vineyard Source:
100% Bacigalupi Vineyard,
Russian River Valley

Barrel Program:
20% new, 20% 1 year, 60% 2-3 year

Cooperage:
Marcel Cadet, Mercury, Remond

Harvest Dates:
9/15/10 - 10/14/10

Released: Spring 2012
Cases Produced: 235



2011 Ferrington Vineyard, Gewurztraminer, Anderson Valley

The Gewurztraminer shows pure and tropical aromas of toasted coconut, mango and bananas upon opening of this dry, Alsatian styled wine. Vibrant flavors of passion fruit, lychee and guava greet the palate. There is beautiful tension between the crisp acidity of the fruit and subtle, creamy texture from the neutral French oak barrels. This crisp and refreshing Gewurztraminer with its mouthwatering acidity and minerality captures the true flavor profile of the renowned Alsatian wines from the Anderson Valley.

Technical Data:

Varietal:
100% Gewurztraminer

Vineyard Source:
100% Anderson Valley,
Ferrington Vineyard

Barrel Program:
85% Tank fermented,
15% barrel fermented.

Harvest Dates:
September 28th, 2011
Released: Spring 2012
Cases Produced: 225

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 2nd. The default shipping is UPS Ground unless your order is submitted with 2 Day Air shipping. We will look at weather conditions before shipping and notify you of changes to your ship date as needed. 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. Ground or 2 Day Air is the only shipping method offered this time of year. The Cold Chain shipping will be re-instated for summer and fall allocations.

WINE PICK-UP

All pick up orders will not be available at the winery until April 2nd as the wines are not ready to be released until this date. Please choose your pick up option carefully.

- If want to RSVP for the April 21st Spring Pick Up Event, choose the "Spring Pick Up RSVP" option in the "Shipping Options" box.
- If you want to pick up on another day between April 2nd and May 2nd, please choose the "Non Event Pickup" option in the "Shipping Options" box.

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.



7015 WESTSIDE ROAD, HEALDSBURG, CA 95448
PHONE 707 473-0606 FAX 707-473-0635
ARISTAWINERY.COM